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CONTENTS UNIT – I Lesson 1.1 Introduction to marketing Lesson 1.2 Marketing concepts Lesson 1.3 Marketing process ... The marketing concept, a crucial change in management philosophy, can be explained best by the shift from a seller's market – one with a shortage of goods and services – to a buyer's market – one with an abundance of ...

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acquaint the students with concepts, and techniques; and to give experience in the application of concepts for developing an effective advertising program.

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Marketing Management Notes (MBA, BBA, B.Com, Management)

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Marketing Management Notes (MBA, BBA, B.Com, Management) Marketing is the procedure used to control what products or services may be of interest to clients and the plan to use in sales, communications and business development (Kotler et al. 1996).

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MARKETING LECTURE NOTES Dimitris Drosos Lecturer Technological Education Institute of Piraeus Business School Management Information System & New ...

""Marketing is the management 'Marketing is the management process that identifies, anticipates and satisfies customer requirements

CONTENTS UNIT - I

A Master of Business Administration (MBA) program in Marketing Management provides students with theoretical and practical training to develop the skills to run the marketing branch of a business...

Notes For MBA, BBA, BBS, B.COM, and Management Sciences

Exchange is the focus Exchanges are carried out by business firms, and also by non business organisations and even individuals. Four conditions must exist for an exchange to be able to occur: Two or more people or organisations must be involved The parties must be involved voluntarily Each party must have something of value to exchange, and the parties must believe

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MBA in Marketing Management: Masters Degree Program Overviews

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