

# Marketing Management- Introduction, objectives, Scope and Importance

In today's world of marketing, everywhere you go you are being marketed to in one form or another. Marketing is with you each second of your walking life. From morning to night you are exposed to thousands of marketing messages everyday. Marketing is something that affects you even though you may not necessarily be conscious of it.

After reading this post you'll understand – What exactly the marketing is, to whom it is beneficial for, and what are the nature and scope of marketing.

## Definition of Marketing

According to **American Marketing Association (2004)** – "Marketing is an organisational function and set of processes for creating, communicating and delivering value to customers and for managing relationships in a way that benefits both the organisation and the stakeholder."

**AMA (1960)** – "Marketing is the performance of business activities that direct the flow of goods and services from producer to consumer or user."

According to **Eldridge (1970)** – "Marketing is the combination of activities designed to produce profit through ascertaining, creating, stimulating, and satisfying the needs and/or wants of a selected segment of the market."

According to **Kotler (2000)** – "A societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others."

## Nature of Marketing

### 1. Marketing is an Economic Function

Marketing embraces all the business activities involved in getting goods and services, from the hands of producers into the hands of final consumers. The business steps through which goods progress on their way to final consumers is the concern of marketing.

### 2. Marketing is a Legal Process by which Ownership Transfers

In the process of marketing the ownership of goods transfers from seller to the purchaser or from producer to the end user.

### 3. Marketing is a System of Interacting Business Activities

Marketing is that process through which a business enterprise, institution, or organization interacts with the customers and stakeholders with the objective to earn

# Marketing Management Notes For Mba

**K. Muthukumar ,A. Panimalar**



## **Marketing Management Notes For Mba:**

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Culture pervades consumption and marketing activity in ways that potentially benefit marketing managers This book provides a comprehensive account of cultural knowledge and skills useful in strategic marketing management In making these cultural concepts and frameworks accessible and in discussing how to use them this edited textbook goes beyond the identification of historical sociocultural and political factors impinging upon consumer cultures and their effects on market outcomes This fully updated and restructured new edition provides two new introductory chapters on culture and marketing practice and improved pedagogy to give a deeper understanding of how culture pervades consumption and marketing phenomena the way market meanings are made circulated and negotiated and the environmental ethical experiential social and symbolic implications of consumption and marketing The authors highlight the benefits that managers can reap from applying interpretive cultural approaches across the realm of strategic marketing activities including market segmentation product and brand positioning market research pricing product development advertising and retail distribution Global contributions are grounded in the authors primary research with a range of companies including Cadbury s Flake Dior Dove General Motors HOM Hummer Kjaer Group Le Bon Coin Mama Shelter Mecca Cola Prada SignBank and the Twilight community This edited volume which compiles the work of 58 scholars from 14 countries delivers a truly innovative multinationally focused marketing management textbook

*Marketing Management A Cultural Perspective* is a timely and relevant learning resource for marketing students lecturers and managers across the world *Instructor's Resource Guide with Case Notes to Accompany Global Marketing Management* Masaaki Kotabe, Syed Tariq Anwar, 2001 [Marketing Management; A Global Perspective In All Aspects; By Dr. Naveen Baweja](#) Dr. Naveen Baweja, 2015-04-04 *Marketing Management A Global Perspective in all Aspects* Written By Dr Naveen Baweja Marketing Management concepts for a quick comprehension understanding of the Concepts and Theories Understanding of the Marketing from all point of Views A Short Crispy Simple Clear mainly for the BBA MBA or the Courses and Trainings which Offer Marketing as studies **Product Lifecycle Management** Razvan Udriou, Paul Bere, 2018-11-21 The aim of this book is to present the terminology applications trends and developments in Product Lifecycle Management PLM This book has a total of seven chapters that treat the fundamental and future terminology used in PLM aspects regarding the design customization and development of products products testing supply chain optimization and recycling of the products made of special materials **Corporate Branding** T C Melewar, S F Syed Alwi, 2015-04-10 A strong corporate image has power in a competitive marketplace Its influence on reputational value and customer decision making is only now beginning to be understood Interest in corporate branding is exploding as marketing academics and professionals begin to realize how it can boost business performance in measurable ways For example it promotes customer patronage without expensive advertising and raises profitability by enabling companies to leverage their brand image when buying from particular sources Yet there are few empirical studies available to clarify its basic tenets and fewer still that help us understand corporate branding in different parts of the world Existing

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**Principles of Management and Organizational Behavior** Dr. Kajal Vijay Khandagale & Prof. Ashwini Shankar Kamble, This book study material is helpful to all BBA UG and PG students of Agriculture Agribusiness Management Management as academic and reference book In this book I have covered all points in easy words regarding subject to understand also UG students i.e. Introduction to management functions of management Evolution of management thought Organizational behavior Learning Personality Group dynamics Teams and Management conflicts Work stress and Organizational culture

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**Political Branding in Turbulent times** Mona Moufahim, 2021-10-25 Political uncertainty and instability characterise many regions around the world and increasingly can be observed in more established democracies The COVID 19 pandemic national and international tensions and the proliferation of autocratic chauvinist and at the most extreme fascist forces around the world all contribute to turbulent political times Such environments constitute tremendous challenges but also opportunities for scholars to contribute to an understanding of processes in the political market using the lens of political branding theories Authors from various disciplinary backgrounds including social psychology marketing and media and communications provide commentaries and analyses of branding processes in different national contexts all characterised by tensions and challenges The topical and provocative content of the chapters all focusing on recent political events and phenomena in the political arena should appeal to researchers branding practitioners politicians and members of the public seeking to deepen their understanding of current events and political branding concepts

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