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3 Explain marketing's role in strategic planning and how marketing works with its partners to create and deliver customer value 4 Describe the elements of a customer-driven marketing strategy and mix, and the forces that influence it 5 List the marketing management functions, including the elements of a marketing plan, and

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CHAPTER-I

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Marketing Management, Millenium Edition

Ideally, marketing should result in a customer who is ready to buy”7 The American Marketing Association offers this managerial definition: Marketing (management)is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges

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to as marketing activities For a proper understanding of marketing, number of questions need to be answered These include: What do we mean by a market? What can be marketed? Is it products or services or something more? Who is a marketer? What is marketing management? These points have been taken up for discussion in the following sections

Kevin hassan Baalbaki - Pearson Middle East AWE

Philip Kotler Philip Kotler is one of the world's leading authorities on market-ing He is the S C Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University He received his master's degree at the University of Chicago and his PhD at MIT, both in economics

Introduction to Marketing and Sales

marketing includes all those activities which effect changes in the ownership and possession of goods and services According to the Marketing Guru Philip Kotler, —Marketing is a social and managerial process by which individuals and organization get what they need

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LO: 1-1: Define marketing and outline the steps in the marketing process AACSB: Analytical thinking 2) According to the five-step model of the marketing process, the first step in marketing is ____ A) capturing value from customers to create profits and customer equity B) constructing an integrated marketing program that delivers superior value

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