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Marketing

James D Mitchell

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Marketing is the process of communicating the value of a product to customers, for the purpose of selling that product (goods or services). Another simple definition of "marketing" is "managing profitable customer relationships". Marketing can be looked at as an organizational function and a set of processes for creating, delivering and communicating value to customers, and customer relationship management that also benefits the organization. Marketing is the science of choosing target markets through market analysis and market segmentation, as well as understanding consumer behavior and providing superior customer value. From a societal point of view, marketing is the link between a society's material requirements and its economic patterns of response. Marketing satisfies these needs and wants through exchange processes and building long term relationships. Market and Marketing 1.1 Meaning of market 1.2 Marketing 1.3 Objectives of Marketing 1.4 Importance of Marketing to the Society 1.5 Merchandising 1.6 Selling 1.7 Distribution 1.8 Goods 1.9 Services 1.10 Modern Marketing 1.11 Features of Modern Marketing 2 Marketing System 2.1 Definition 2.2 Marketing Process Essentials of Marketing Marketing Functions 3.1 Classification: 4 Pricing 4.1 What is Price? 4.2 Pricing Objectives 4.3 Procedure for Price Determination 4.4 Price Leader 4.5 One price or Variable Price 4.6 Resale Price Maintenance 5 Branding and Packaging 5.1 Branding 5.2 Packaging 6 The Promotional Programme 6.1 Forms of Promotion

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