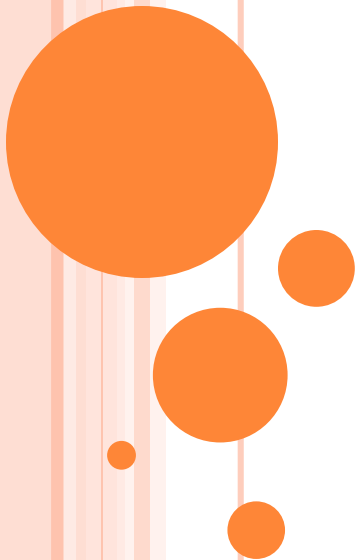


Marketing Management

The Marketing Concept

Munindra Prakash (Ph.D.)

Assistant Professor
FCM, Rama University
Kanpur



Marketing

marketing is the process of planning and executing the conceptions, pricing, promotion, and distribution of ideas, goods, and services, to create exchanges that satisfy individual and organizational goals.

Marketing Management

Marketing management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.



Holistic Marketing Concept

The **holistic marketing** concept is based on the development, design, and implementation of marketing programs, processes and activities that recognizes their breadth and interdependencies.

Holistic marketing recognizes that “everything matters” with marketing-and that a broad, integrated perspective is often necessary.

There are four components of holistic marketing are relationship marketing, integrated marketing, internal marketing, and social responsibility marketing

