

BBA-402

Marketing Management

The Marketing Concept

Munindra Prakash (Ph.D.)

Assistant Professor
FCM, Rama University
Kanpur

Mass Marketing Vs One-to-One Marketing

Mass Marketing

- *Average Customer
- *Customer Anonymity
- *Standard Product
- *Mass Production
- *Mass Distribution
- *Mass Advertising
- *Mass Promotion
- *One-Way Message
- *Economies of Scale
- *Share of Market
- *All Customers
- *Customer Attraction

One-to-One Marketing

- *Individual Customer
- *Customer Profile
- *Customized Mkt Offering
- *Customized Production
- *Individualized Distribution
- *Individualized Message
- *Individualized Incentives
- *Two-Way Messages
- *Economies of Scope
- *Share of Customer
- *Profitable Customers
- *Customer Retention

