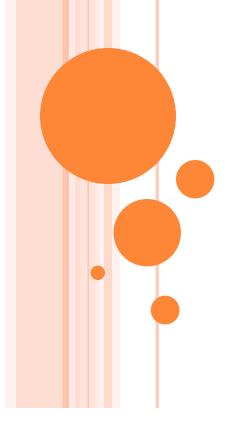
#### **BBA-402**

# **Marketing Management**

# The Marketing Concept

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## 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

