

BBA-402

Marketing Management

The Marketing Concept

Munindra Prakash (Ph.D.)

Assistant Professor
FCM, Rama University
Kanpur



Target Market

Positioning

Segmentation

Offerings & Brands

Value & Satisfaction

Marketing Channels

Supply Chain

Competition

Marketing Environment

Market Planning



Concluding Remark:

From a managerial point of view, **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 is the art and science of choosing target markets and getting, keeping, and growing customers through creating, **delivering, and communicating superior customer value.**

Marketing management has experienced a number of shifts in recent years as companies seek marketing excellence.

The set of tasks necessary for successful marketing management includes **developing marketing strategies and plans, connecting with customers, building strong brands, shaping the market offerings, delivering and communicating value, capturing marketing insights and performance, and creating successful long-term growth.**

