

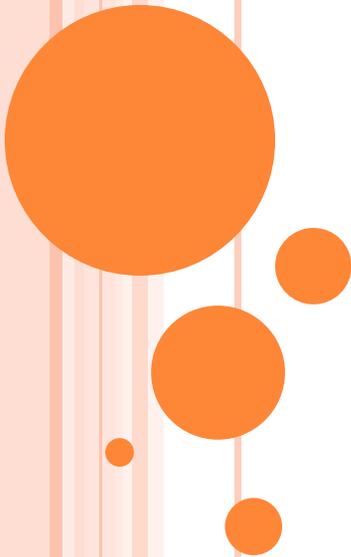
BBA-402

Marketing Management

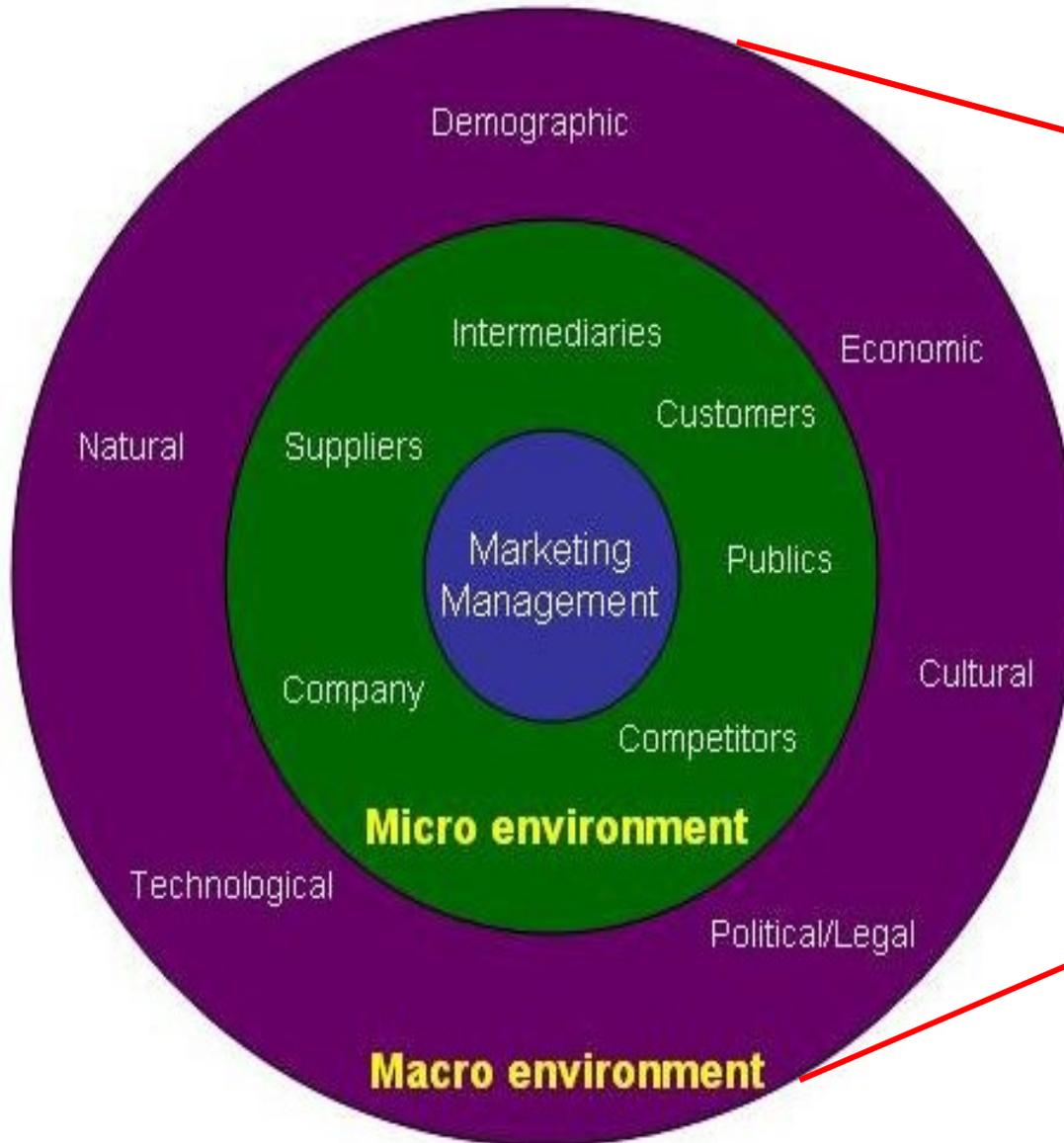
The Marketing Concept

Munindra Prakash (Ph.D.)

Assistant Professor
FCM, Rama University
Kanpur



Factors Affecting to Marketing Environment



Summing up all together, every company must focus on both micro and macro environmental forces in order to build successful marketing strategy for rapid growth and to achieve predefined organizational goals.

This can only be met when an organization have through knowledge of global marketing environment.



The Marketing Planning Process: Four Steps to Success

