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Principles of Marketing Management

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Preface

The main aim of my Book Principles of Marketing Management is to enable the students to learn and understand the basic concepts in Traditional as well as Modern Marketing at the Under Graduate level. Although it is appropriate for more advanced students, the book is meant to be conceptually accessible to students who are relatively early in their business program (such as second-year students). The book is made to be as adaptable as feasible because of the diverse variety of audiences and course styles. In order to prepare business students interested in a major or minor in marketing for more demanding upper-level courses, it offers a strong foundation in the fundamental ideas and frameworks of marketing theory and analysis. Examples from a variety of industries and regions, as well as realistic and in-depth corporate and organization scenarios, are used to reinforce concepts and fundamentals of Marketing.

Unit one deals with the basic fundamental concepts of Marketing Management including the traditional & Modern approaches.

Unit second emphasises on leaning the methods to identify and collect information about the needs and desires of the consumers through research also having an in depth understanding about the target market identification and factors to be considered to serve them effectively.

Unit Third focuses on the Life cycle of a Product, how developing a new product can solve the problems of consumers and using various strategies to set up a suitable price for your product

Unit Four contributes towards understanding the Promotional strategies used by companies to increase the sales of their products and how they communicate with the Target audience

Unit Five deals with the understanding of the concept of Global Marketing, its challenges and the strategies to become a successful Global Company.

Dr Sourabh Kapoor