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Marketing “Meeting
Needs Profitability”

Marketing is an
organizational function

and set of processes
for creating,

communicating &
delivering value to

customers and for
managing customer

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relationships in ways

that benefit the
organization & its
stakeholders

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1. Make Your Marketing
Effortless 2. _____ 3.

What is Marketing?

Marketing is the
activity, set of
institutions, and
processes for creating,

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communicating,
delivering, and
exchanging offerings
that have value for
customers, clients,
partners, and society
at large.

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Chapter 3

CONDUCTING

MARKETING RESEARCH

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sandhya rani asst. prof.

MARKETING

DEFINITIONS

“Marketing is a social
and managerial
process by which
individuals and groups
obtain what they need
and want through
creating, offering and
exchanging products of

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value with others.”. By Philip Kotler

MARKETING
DEFINITIONS

“Marketing is the application, management and satisfaction of demand through the exchange

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processes, including

complex marketing

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of the marketing process is the value creation stage. Value creation begins with the process of STP. In this module, you will learn about segmentation, targeting, and positioning and what it accomplishes in the value creation stage. Hours to complete. 2 hours to complete.

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Presentation Summary

: How Does Branding

Work? American

Marketing Association.

A brand is “a name,

term, sign, symbol, or

design, or a

combination of them,

intended to identify the

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applied in the rapidly

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