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Understanding Customer and
Marketing Information System;
and Marketing Strategies.

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Market Segmentation 4. Marketing
Environment 5. Consumer

Purchase Process 6. Consumer
Behaviour 7. Marketing

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Marketing Research8. Product
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procedure used to control what products or services may be of interest to clients and the plan to use in sales, communications and business development (Kotler et al. 1996).

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Competitors; Competitive

Marketing Strategies; Designing

and Managing Integrated

Marketing Communication;

Differentiating and Positioning the

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Market Offering; Managing
Marketing Information and
Measuring Market Demand;
Managing Product Life Cycle
Strategies; Managing Product
Lines; Market Oriented Strategic
Planning

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Marketing Management

Implementing programs to create
exchanges with target buyers to
achieve organizational goals

Demand Management Finding
and increasing demand, also

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changing or reducing demand
such as in Demarketing Profitable
Customer Relationships Attracting
new customers and retaining and
building

What is Marketing? Fundamentals
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NOTES 4 MARKETING

MANAGEMENT NMIMS Global Access – School for Continuing Education
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ideas to facilitate exchange relationships in a dynamic environment".

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The marketing activity
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significantly is being in practice by the all human being, first marketing deal can be perhaps accredited to Adam and Eve. Its arrival as a management discipline is of comparatively recent origin. Marketing concept
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