

MBA I YEAR I SEMESTER
SUBJECT: MARKETING MANAGEMENT

Unit – I: Marketing Management:

Introduction to Marketing, Market, Marketing Management.

Definition of Marketing Management

According to Philip Kotler, "Marketing Management is the analysis, planning, implementation and control of programmes designed to bring about desired exchanges with target audiences for the purpose of personal and of mutual gain. It relies heavily on the adoption and coordination of product, price, promotion and place for achieving responses."

Marketing management is a business process, to manage marketing activities in profit seeking and non profit organizations at different levels of management. Marketing management decisions are based on strong knowledge of marketing functions and clear understanding and application of supervisory and managerial techniques.

Nature of Marketing Management

1. It Combines the Fields of Marketing and Management

As the name implies, marketing management combines the fields of marketing and management. Marketing consists of discovering consumer needs and wants, creating the goods and services that meet those needs and wants; and pricing, promoting, and delivering those goods and services. Doing so requires attention to six major areas - markets, products, prices, places, promotion, and people.

Management is getting things done through other people. Managers engage in five key activities - planning, organising, staffing, directing, and controlling. Marketing management implies the integration of these concepts.

2. Marketing Management is a Business Process

Marketing management is a business process, to manage marketing activities in profit seeking and non profit organizations at different levels of management, i.e. supervisory, middle-management, and executive levels. Marketing management decisions are based on strong knowledge of marketing functions and clear understanding and application of supervisory and managerial techniques. Marketing managers and product managers are there to execute the processes of marketing management. We, as customers, see the results of such process in the form of products, prices, advertisements, promotions, etc.

3. Marketing Management is Both Science and Art

"Marketing management is art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value." (Kotler, 2006). Marketing management is a science because it follows general principles that guides the marketing managers in decision making. The Art of Marketing management consists in tackling every situation in an creative and effective manner. Marketing Management is thus a science as well as an art.

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George David Hughes



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with and co creation of the food environment For some local national and global interests may seem at odds We are in an era of growing and pervasive multi national corporations and these corporations have significant influence at all levels Rapidly growing economies such as China are a focus for the global brand but is this a scenario of adaptation or homogenization of food Alongside this trend toward national and global development in food this volume presents the counter reaction that is taking place especially in developed countries toward local speciality and culturally bound foods with emphasis on the importance of the inter connection of local communities and agri food culture and economy With an in depth analysis of agricultural businesses this book shows that the entrepreneurial spirit is alive and well in rural communities with often renewed and engaged connection with consumers and imaginative use of new media This book will be of interest to students researchers and policy makers concerned with agriculture food production and economics cultural studies Marketing Management George David Hughes,1978 *Marketing Management Perspectives and Applications* Robert B. Woodruff,Gerald E. Hills,David W. Cravens,1976 **Instructor's Manual to Accompany Cases in Marketing Management** Kenneth L. Bernhardt,1981 Strategic Marketing Management Cases David W. Cravens,Charles W. Lamb,1993 **Sales Force Management** Joseph F. Hair, Jr.,Rolph Anderson,Rajiv Mehta,Barry Babin,2020-09-16 The second edition of Sales Force Management prepares students for professional success in the field Focused on the areas of customer loyalty customer relationship management and sales technology this practical resource integrates selling and sales management while highlighting the importance of teamwork in any sales and marketing organization The text presents core concepts using a comprehensive pedagogical framework featuring real world case studies illustrative examples and innovative exercises designed to facilitate a deeper understanding of sales management challenges and to develop stronger sales management skills Supported with a variety of essential ancillary resources for instructors and students Sales Force Management 2nd Edition includes digital multimedia PowerPoints for each chapter equipped with voice over recordings ideal for both distance and in person learning Additional assets include the instructor s manual computerized and printable test banks and a student companion site filled with glossaries flash cards crossword puzzles for reviewing key terms and more Integrating theoretical analytical and pragmatic approaches to sales management the text offers balanced coverage of a diverse range of sales concepts issues and activities This fully updated edition addresses the responsibilities central to managing sales people across multiple channels and through a variety of methods Organized into four parts the text provides an overview of personal selling and sales management discusses planning organizing and developing the sales force examines managing and directing sales force activities and explains effective methods for controlling and evaluating sales force performance *Marketing Management* Joseph Barry Mason,Hazel F. Ezell,1993 **Readings in Practical Marketing Management** Jerry L. Thomas,1994 **Cases in Strategic Marketing Management** Julian W. Vincze,Carol H. Anderson,1999-12 Offers coverage of marketing management concepts with a special emphasis on change and innovation

entering into the twenty first century **Global Marketing Management** John A. Quelch, Christopher A. Bartlett, 2006 A collection of Harvard Business School cases by the editors accompanied by additional authors emphasizing the marketing strategies of domestic marketers to international markets Marketing Management Notes Quentin L. Coons, Northeastern University (Boston, Mass.). College of Business Administration. Department of Marketing, 1958* **Harvard Business School Core Collection** Baker Library, 1999 Harvard Business School Bulletin , 1998

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