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## INTRODUCTION TO MARKETING MANAGEMENT

### **What is the nature & scope of marketing & why is marketing important?**

Nature & Scope of Marketing: Marketing is an ancient art & is everywhere. Formally or informally, people & organizations engage in a vast numbers of activities that could be called marketing. Good marketing has become an increasingly vital ingredient for business success. It is embedded in everything we do- from the clothes we wear, to the web sites we click on, to the ads we see.

Marketing deals with identifying & meeting human & social needs or it can be defined as “meeting needs profitably”. The American Marketing Association has defined marketing as “an organizational function & a set of processes for creating, communicating & delivering value to the customers & for managing customer’s relations in ways that benefit the organization & the stake holders. keeping & growing customers through creating, delivering & communicating superior customer value.

For a managerial definition, marketing has been defined as “the art of selling products” but people are surprised when they hear that the most important part of marketing is not selling. Selling is only the tip of marketing iceberg.

Peter Drucker says it this way that the aim of marketing is to know & understand the customer so well that the product or service fits him & sells itself. All that should be needed is to make the product or the service available.

Eg. The success of Indica, the first indigenously designed car by Tata Motors. Backed by strong customers delight, the company designed a vehicle with luggage space & legroom & offered it a price easily available & affordable to middle class.

(2) Gillette launched its March III razor.

Marketing people are involved in marketing 10 types of entities : goods services, events, experiences, persons, places, properties, organizations, information & ideas. Therefore ideal marketing should result in a customer who is ready to buy.

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Philip Kotler; Marketing Management, Prentice Hall, New Delhi. 2. Ramaswamy & Namakumari; Marketing Management in the Indian Context; S.Chand & ... More and more regional marketing means marketing right down to a specific zip code:.. Author: zeyraherb. Subject: Marketing Management Ramaswamy Namakumari Pdf.rar ... 50 shades of grey chapter 2 free online.zip. Marketing – Ramasamy and Namakumari, Mac Millan, India ... Marketing management is an art and science of choosing target markets and getting, keeping and .... product aspects such as service, packaging, labelling, instruction manual, ... Ramasamy & Namakumari, Marketing Management, Macmillan India .... pdf - Marketing Management: Ramaswamy and NamaKumari 4. Marketing Management: J.C. Gandhi (Himalay Publication) 5. Modern Marketing : Principles & .... Marketing management : global perspective, Indian context. [V S Ramaswamy; S Namakumari] ... Submit a complete postal address for best results. Enter your .... marketing-management-book-by-ramaswamy-and-namakumari-pdf.zip ... Marketing management ramaswamy namakumari 5th edition mcgraw hill education .... Marketing Management Ramaswamy Namakumari Pdf.zip > DOWNLOAD (Mirror #1) Show Spoiler. marketing management ramaswamy namakumari marketing .... Marketing Management Ramaswamy Namakumari Pdf.zip -> <http://imgfil.com/18yeyi4f33ed1b8f> ...

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