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MANAGEMENT The objective of the course is to have the basic concepts of Marketing which is one of the important areas of functional management. This is a pre-requisite for taking up any elective paper in 3rd and 4th semester in the stream of Marketing. 1.

MBA I YEAR I SEMESTER (JNTUA-R14)

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1. Marketing Management 2. Best Course of Action 3. SWOT Analysis of Maggi as Brand 4. Tools in Marketing PR 5. Methods of Consumer / Dealer Promotion 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 [...]

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MANAGEMENT
Topic Title
1. Marketing Concepts
2. Approaches to the Study of Marketing
3. Market Segmentation
4. Marketing Environment
5. Consumer Purchase Process
6. Consumer Behaviour
7. Marketing Information System and Marketing Research
8. Product Mix
9.

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Manish Patidar June 27, 2020. The purpose of MBA Marketing Management Subject is to develop an understanding of the underlying concepts, strategies and issues involved in the marketing of products and services. Marketing Management contains five modules namely Marketing Concepts and Challenges; Marketing Planning and Control; Marketing Mix, Understanding Customer and Marketing Information System; and Marketing Strategies.

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MKT 511 | MBS First Semester

This Video contains Marketing management Meaning, Definition, Importance and Scope. For the notes used in the video please refer to this link: <https://www.fa...>

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