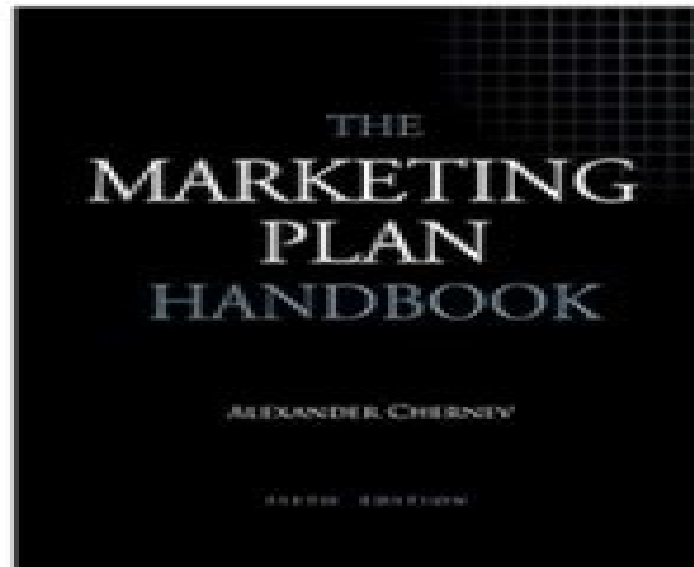
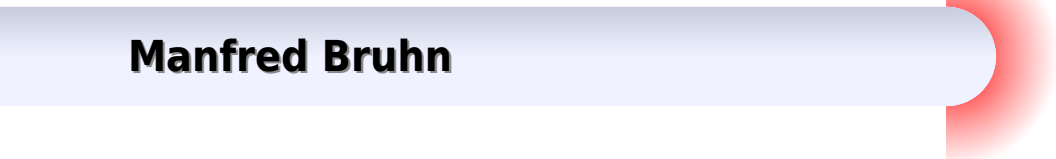




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marketing is crucial for students aspiring to build careers in commerce and management The National Education Policy NEP 2020 emphasizes a multidisciplinary and practical approach to learning encouraging students to develop analytical and decision making skills in real world business scenarios Keeping this in mind Principles of Marketing has been designed to cater to the academic needs of B Com 2nd Semester students of Gauhati University while aligning with the latest developments in marketing strategies and practices This book provides a comprehensive yet simplified approach to the fundamental concepts of marketing ensuring clarity and application oriented learning The content is structured into five well defined units covering key aspects of marketing Unit I Introduction This unit lays the foundation for marketing by exploring its nature scope and importance It traces the evolution of marketing and differentiates it from selling Additionally it introduces the marketing mix and examines the marketing environment discussing its various components including economic demographic technological natural socio cultural and legal factors Unit II Consumer Behaviour A marketer s success largely depends on understanding consumer behavior This unit explains the nature and importance of consumer behavior the buying decision process and the various factors that influence consumer choices It further explores market segmentation targeting and positioning STP and distinguishes between product differentiation and market segmentation Unit III Product This unit focuses on product concepts and classifications along with the importance of product mix branding packaging and labeling It also discusses product support services the product life cycle and the new product development process The consumer adoption process is explained to provide insights into how consumers accept and use new products Unit IV Pricing and Distribution Pricing is a crucial aspect of marketing strategy This unit delves into the significance of pricing factors affecting price determination and various pricing policies and strategies It also covers distribution channels their types functions and factors affecting their selection Special attention is given to wholesaling retailing e tailing and physical distribution Unit V Promotion and Recent Developments in Marketing This unit discusses the nature and importance of promotion the communication process and the different types of promotion including advertising personal selling public relations and sales promotion It also examines the promotion mix and the factors affecting promotional decisions Additionally this unit introduces students to emerging trends in marketing such as social marketing online marketing direct marketing services marketing green marketing rural marketing and consumerism Throughout the book efforts have been made to present the concepts in a structured and student friendly manner The book includes real life examples case studies and self assessment questions to encourage critical thinking and practical application of marketing concepts This book is expected to serve as a valuable resource for students educators and aspiring marketers We hope it fosters a deeper understanding of marketing principles and equips students with the knowledge required to navigate the ever evolving marketing landscape

The Business Case Roadmap - BCR Vol. 2 Susana Cristina Lima da Costa e Silva, Vitor Verdelho Vieira, 2019-09-01 The business case roadmap The bcr collection presents a step by step procedure to find possible paths for the establishment of a

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Principles of Marketing Manfred Bruhn, 2025-11-17 Learn about the principles of marketing a comprehensive introduction for students and practitioners This book is an English translation of a German textbook It conveys the fundamental principles of marketing and consistently draws on practical experience This application oriented approach enables readers to analyze marketing problems and develops solutions independently The book has proven itself in German speaking countries Germany Switzerland Austria for decades It provides an overview of central concepts methods and instruments of marketing and is extremely useful for students lecturers and practitioners Content Marketing as a Management Process Strategic Marketing Market Research Product and Pricing Policy Communication and Sales Policy Marketing Organization and Controlling

Strategic Marketing Management: Theory and Practice Alexander Chernev, 2019-01-01 Strategic Marketing Management Theory and Practice offers a systematic overview of the fundamentals of marketing theory defines the key principles of marketing management and presents a value based framework for developing viable market offerings The theory presented stems from the view of marketing as a value creation process that is central to any business enterprise The discussion of marketing theory is complemented by a set of practical tools that enable managers to apply the knowledge contained in the generalized frameworks to specific business problems and market opportunities The information on marketing theory and practice contained in this book is organized into eight major parts The first part defines the essence of marketing as a business discipline and outlines an overarching framework for marketing management that serves as the organizing principle for the information presented in the rest of the book Specifically we discuss the role of marketing management as a value creation process the essentials of marketing strategy and tactics as the key components of a company s business model and the process of developing an actionable marketing plan Part Two focuses on understanding the market in which a company operates Specifically we examine how consumers make choices and outline the main steps in the customer decision journey that lead to the purchase of a company s offerings We further discuss the ways in which companies conduct market research to gather market insights in order to make informed decisions and develop viable courses of action Part Three covers issues pertaining to the development of a marketing strategy that will guide the company s tactical activities Here we focus on three fundamental aspects of a company s marketing strategy the identification of target customers the development of a customer value proposition and the

development of a value proposition for the company and its collaborators The discussion of the strategic aspects of marketing management includes an in depth analysis of the key principles of creating market value in a competitive context The next three parts of the book focus on the marketing tactics viewed as a process of designing communicating and delivering value Part Four describes how companies design their offerings and specifically how they develop key aspects of their products services brands prices and incentives In Part Five we address the ways in which companies manage their marketing communication and the role of personal selling as a means of persuading customers to choose purchase and use a company s offerings Part Six explores the role of distribution channels in delivering the company s offerings to target customers by examining the value delivery process both from a manufacturer s and a retailer s point of view The seventh part of the book focuses on the ways in which companies manage growth Specifically we discuss strategies used by companies to gain and defend market position and in this context address the issues of pioneering advantage managing sales growth and managing product lines We further address the process of developing new market offerings and the ways in which companies manage the relationship with their customers The final part of this book presents a set of tools that illustrate the practical application of marketing theory Specifically Part Eight delineates two workbooks a workbook for segmenting the market and identifying target customers and a workbook for developing the strategic and tactical components of a company s business model This part also contains examples of two marketing plans one dealing with the launch of a new offering and the other focused on managing an existing offering

Integrated Marketing Communication Jerome M. Juska, 2017-10-02 This book is an up to date resource that shows students how to achieve their marketing objectives through a campaign that coordinates marketing advertising and promotion It provides essential information about planning implementing and assessing a comprehensive marketing plan to help students appreciate integrated marketing communications as a business strategy The author describes the processes and considerations needed to appeal to consumers identifying how geographic segmentation timing competitive environments and cost contribute to planning He considers the integration of digital technology such as social media platforms and mobile apps and how these can be used for advertising sales promotion and public relations The book s concise easy to read explanation of marketing components and their interconnected relationships is solidified by a series of visual summaries as well as examples and useful demonstrations Students are given the opportunity to prepare their own integrated marketing communication plan based on consumer product and market research along with original creative materials and media spreadsheets Students of marketing communication advertising and promotion and digital marketing will love this book s abbreviated but thorough format An interactive companion website rounds out a stellar set of features that encourage quick understanding participation and utilization of IMC concepts

Breakthrough Marketing Plans Tim Calkins, 2016-04-30 Almost every company creates a marketing plan each year and many spend hundreds of employee hours researching preparing and presenting their tomes to senior executives But most marketing plans are a waste of time they are

too long too complicated and too dense They end up sitting on a shelf unread and unrealized Breakthrough Marketing Plans is an essential tool for people who create marketing plans and people who review them The book provides simple clear frameworks that are easy to apply and highlights why marketing plans matter where they go wrong and how to create a powerful plan that will help build a strong profitable business *Machiavelli, Marketing and Management* Phil

Harris,Andrew Lock,Patricia Rees,2000-04-20 This cutting edge text provides insight into the meaning and interpretation of Machiavelli and highlights the particular relevance to today s manager of his works for management marketing and political thought It addresses a number of common themes relating to his influences and arguments and includes topics such as modern management governa **Handbook of Marketing Research Methodologies for Hospitality and Tourism**

Ronald A. Nykiel,2007 The final section explains market analysis planning and communications including preparing a research based business review and the effective presentation of research findings *The SAGE International Encyclopedia of Travel and Tourism* Linda L. Lowry,2016-09-01 Taking a global and multidisciplinary approach The SAGE International Encyclopedia of Travel and Tourism brings together a team of international scholars to examine the travel and tourism industry which is expected to grow at an annual rate of four percent for the next decade In more than 500 entries spanning four comprehensive volumes the Encyclopedia examines the business of tourism around the world paying particular attention to the social economic environmental and policy issues at play The book examines global regional national and local issues including transportation infrastructure the environment and business promotion By looking at travel trends and countries large and small the Encyclopedia analyses a wide variety of challenges and opportunities facing the industry In taking a comprehensive and global approach the Encyclopedia approaches the field of travel and tourism through the numerous disciplines it reaches including the traditional tourism administration curriculum within schools of business and management economics public policy as well as social science disciplines such as the anthropology and sociology Key features include More than 500 entries authored and signed by key academics in the field Entries on individual countries that details the health of the tourism industry policy and planning approaches promotion efforts and primary tourism draws Additional entries look at major cities and popular destinations Coverage of travel trends such as culinary tourism wine tourism agritourism ecotourism geotourism slow tourism heritage and cultural based tourism sustainable tourism and recreation based tourism Cross references and further readings A Reader s Guide grouping articles by disciplinary areas and broad themes *Marketing Your Library* Carol Smallwood,Vera Gubnitskaia,Kerol Harrod,2014-01-10 Concise how to case studies from practicing public school academic and special librarians provide proven strategies to improve brand management campaign organization community outreach media interaction social media and event planning and implementation Intended for the novice and the old hand individuals and large staffs this valuable guide provides librarians with the effective marketing tools necessary to help their libraries thrive in these challenging times **The Marketing Plan Handbook, 6th**

Edition Alexander Chernev, 2020-02-15 The Marketing Plan Handbook 6th Edition presents a structured approach to developing action plans to launch new offerings and manage existing offerings This book outlines the key components of the marketing plan and delineates the key aspects of the marketing planning process Marketing in Practice 2007-2008 Tony Curtis, 2007 BH CIM Coursebooks are crammed with a range of learning objective questions activities definitions and summaries to support and test your understanding of the theory The 07 08 editions contains new case studies which help keep the student up to date with changes in Marketing Environment strategies Carefully structured to link directly to the CIM syllabus this Coursebook is user friendly interactive and relevant Each Coursebook is accompanied by access to MARKETINGONLINE www.marketingonline.co.uk a unique online learning resource designed specifically for CIM students which can be accessed at any time Written specially for the Marketing Environment module by the Senior Examiners The only coursebook fully endorsed by CIM Crammed with a range of learning objectives cases questions and activities to test your understanding of the theory *Marketing University Outreach Programs* Ralph S Foster, William I Sauser, Donald Self, 2014-01-14 Discover the successful marketing strategies of programs which have extended the resources of a university to its community Marketing University Outreach Programs covers all aspects of continuing education program construction and the marketing process for positioning the university into the public This book begins to eradicate academicians fears of marketing by showing them a contemporary marketing plan using terminology and examples familiar to them Seventeen contributors professors administrators and outreach professionals comprehensively describe the strategies being successfully used to extend the resources of a university to its community through programs of extension public service and continuing education Although many existing models of the education process contain parallels to elements in a generic marketing process education is not viewed as a consumer product Even educators may not view themselves as marketers involved in a marketing process This attitude can place barriers between understanding the marketing process and how it relates to education Marketing University Outreach Programs helps educators overcome these potential barriers it explains marketing as a comprehensive process using terminology and examples which university extension and education professionals will find familiar and understandable Application oriented it cites numerous examples of how the marketing process can be put to use immediately Each chapter explores in depth a separate segment of the marketing process involved in public university outreach programs issue based versus discipline based programs program delivery and delivery technology funding outreach programs comprehensive promotional strategy customer service long range planning marketing research information resources future trends model programs This book is of value to the faculty of universities specifically those in the disciplines with a mandate for professional renewal or recertification engineering medicine education faculty and professional staff in divisions of continuing education program leadership in cooperative extension organizations as well as those in other identifiable university extension units and faculty affiliated with applied research centers Members of

professional associations focused on higher education outreach can also successfully apply these strategies

World Tourism Cities Alastair M. Morrison, Cristina Maxim, 2021-11-07 World Tourism Cities A Systematic Approach to Urban Tourism is a unique and contemporary textbook that addresses the particular situation of urban tourism destinations in the 2020s by reviewing key issues trends challenges and future opportunities for urban tourism destinations worldwide as well as city destination management The book is divided into four parts with Part I providing background chapters on world tourism cities It begins by clearly defining world tourism cities and explaining the impacts of globalisation and urbanisation on these cities The subsequent chapter explains the urban tourism phenomenon and traces its growth Part II presents city destination management planning and development and the marketing and branding of cities offering practical solutions and approaches Part III discusses major issues and trends in world tourism cities including resident well being and quality of life sustainability smart tourism crises and the rise of tourism in Asian cities and the final part identifies the future opportunities for city tourism Written in a student friendly tone the book is richly illustrated and contains several engaging features including Sweet tweets snippets of information on cities and Short breaks detailed case studies on cities This will be essential reading for all tourism students

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