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MARKETING LECTURE NOTES Dimitris Drosos Lecturer Technological Education Institute of Piraeus Business School Management Information System & New ...
Marketing is the management
Marketing is the management process that identifies, anticipates and satisfies customer requirements

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CONTENTS UNIT I Lesson 1.1 Introduction to marketing Lesson 1.2 Marketing concepts Lesson 1.3 Marketing process ... The marketing concept, a crucial change in management philosophy, can be explained best by the shift from a seller's market one with a shortage of goods and services to a buyer's market one with an abundance of ...

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

What is Marketing? Fundamentals of Marketing Management

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We see marketing management as the art and science of applying core marketing concepts to choose target markets and get, keep, and grow customers through creating, delivering, and communicating superior customer value. Core Marketing Concepts Marketing can be further understood by defining the core concepts applied by marketing managers.

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