

Definition and Meaning of Marketing
and Marketing Management - Scope - Nature
- Importance, Functions of Marketing Management.

Meaning and Definition :-

Marketing Management as the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services in order to create, exchange and satisfy individual and organisational objectives.

Scope of Marketing Management :-

1. Marketing Research
2. Determination of objectives
3. Planning marketing activities
4. Pricing of product
5. Product Planning and Development.
6. Promotion
7. Distribution
8. Evaluation and controlling of marketing activities

Features/Nature of Marketing Management

1. Managerial Process
2. Consumer Oriented
3. Research Analysis
4. Planning and Development
5. Building Marketing Framework
6. Organization Objectives
7. Promotional and Communication Process.
8. Controlling of Activities

Importance of Marketing Management

1. Analysing Market opportunities
2. Determination of Target market
3. Planning and Decision Making
4. creation of customer.
5. Helps in Increasing Profit
6. Improvement in quality of life.
7. Employment opportunities

Functions of Marketing Management:-

1. Assessing the marketing opportunities
2. Planning the Marketing Activities
3. Organising the marketing activities
4. Co-ordinating different activities
5. Directing and Motivating the employees
6. Evaluating and Controlling.