

MARKETING MANAGEMENT

TEJASHREE PATANKAR



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Since 1941



Chapter 1

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- Meaning and Definitions of Marketing Management
- Features of Marketing Management
- Concepts of Marketing Management
- Holistic Concepts of Marketing Management
- Core Concepts of Marketing Management
- Functions of Marketing Management
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- Marketing Mix
- Innovation in Modern Marketing Management
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CHAPTER**1****INTRODUCTION TO
MARKETING MANAGEMENT****Objectives**

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About the Book

This book is designed for Management students as well as those who want to understand the concepts of Marketing Management. The volume is comprised of 26 chapters. And each Chapter describes the fundamental aspects. At the end of every chapter, power point summary, case-study, internal activity and project work topic and multiple choice questions for self examination, which may help the students (MMS, MBA, PGDBM, BMS etc) and teachers of Marketing Management for their internal projects and class participation.

Various specialization papers such as Service Marketing, Brand Management, Social Marketing, Selling Negotiation, Rural Marketing, International Marketing and Emerging Domains in Marketing such as Innovations, Retailing, Social Media, e-Marketing, Ethics in Marketing have been given extensive coverage in the book. The intention is to let the reader use it to study these specialization areas without having to refer to other text books.

Suggestions for improvement of the present book from teachers and students will be highly appreciated and gratefully acknowledged.

About the Author

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She has published research papers in National Journals and presented paper in National and International conferences (Viral marketing, impact of terror attack in diamond market, Trade related intellectual property rights – Indian case study, Handloom Sector reform Protection of Geographical Indication).



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