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Management - 5
main concepts

/"Modern Marketing
Concepts/" with

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~~Creating Customer~~

~~Value~~ Principles of

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#2 | Making a

Marketing Strategy

Based on Customer

Value Marketing

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Value and
Engagement
Chapter 1

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QUESTIONS /u0026
ANSWERS - Kotler /
Armstrong, Chapter 1
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Chapter 1 -
Marketing: Creating
and Capturing~~

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#1
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Ch.1 Overview of
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Principles of
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Customer Needs,
Wants, Demands.
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Chapter 1- slide
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Chapter 1
Understanding the
Marketplace and
Customer Needs •
States of deprivation
• Physical—food,
clothing, warmth,
safety •
Social—belonging
and affection • Individ
idual—knowledge
and self-expression
Needs • Form that

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Chapter 1
human needs take as
they are shaped by
culture and
individual
personality
Wants •
Human wants backed
by buying
power
Demands
Customer Needs,
Wants, and Demands

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4~~

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Chapter 1 1 f •

Define marketing and outline the steps in the marketing process • Explain the importance of understanding customers and the marketplace, and identify the five core marketplace concepts • Identify the key elements of a customer-driven

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Of Marketing
Chapter 1
market strategy and
discuss the marketing
management
orientations that
guide marketing
strategy. • Discuss
customer
relationship
management and
identify strategies for
creating value for
customers and
captures value from
customers in return.

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Chapter 1: What is
Marketing? 1.1
Defining Marketing;
1.2 Who Does
Marketing? 1.3 Why
Study Marketing? 1.4
Themes and
Organization of This
Book; 1.5 Discussion
Questions and

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Of Marketing; Chapter 2:
Strategic Planning.

2.1 The Value

Proposition; 2.2

Components of the
Strategic Planning

Process; 2.3

Developing

Organizational

Objectives and

Formulating

Strategies

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~~Marketing?~~

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Gravity. Created by.
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Marketing. Key

Concepts: Terms in
this set (55)

consumer. the

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ultimate user of a
good or service.
marketing concept. a
management
concept that focuses
on identifying and
satisfying consumer
needs to ensure an ...

~~Principles of
Marketing Chapter 1
Flashcards | Quizlet~~
OVERVIEW OF
MARKETING:AN

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INTRODUCTION

Principles of
Marketing 1 2.

Chapter Objectives At
the end of the
chapter, the student
is expected to:

Explain the meaning
of Marketing;

Describe the stages
of Marketing

thought; Understand
the behavioral

concepts relevant to

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Marketing; Discuss the goals of Marketing; Describe the traditional approaches to marketing; and Identify and explain contemporary marketing approaches. 2

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1. PRINCIPLES OF MARKETING

Marketing: Creating
and Capturing
Customer Value.

Saihad Shahid

Rahman, Spring

2014-2015 WHAT IS
MARKETING?

Marketing Defined

Marketing is the
process by which
companies create
value for customers

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and build strong
customer
relationships in order
to capture value from
customers in return.

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Marketing (Chapter
1).ppt | Customer ...~~
(PPT) Chapter 1 for
Principles of
Marketing | Md.
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Chapter 1 – Creating
Customer Value and
Engagement.

Chapter 2 –
Company and

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Marketing Strategy
Partnering to Build
Customer

Engagement, Value,
and Relationships.

Chapter 3 –
Analyzing the
Marketing
Environment.

Chapter 4 –
Managing Marketing
Information to Gain
Customer Insights.

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Marketing European
Edition 7th edn ...

Pearson

Making goods and
performing services.

Customer

Satisfaction. The
extent to which a

firm fulfills a
customer's needs,

desires, and
expectations.

Innovation. The

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development and
spread of new ideas,
goods, and services.

Marketing. The
performance of
activities that seek to
accomplish an
organization's
objectives by
anticipating
customer or client
needs and directing a
flow of need-
satisfying goods and

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services from
producer to customer
or client.

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Quiz Flashcards |
Quizlet~~

Chapter 1 Monday,
January 25, 2016 9:55
AM Marketing:
Discover needs and
wants of customers
Satisfy them

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Chapter 1

Marketers try to
people to buy things
people need but
want Exchange:
Trade things of value
between buyer and
seller so each is
better off Most
popular medium of
exchange: money
Sometimes you get
to negotiate the
exchange, sometimes
you Requirements for

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marketing to occur:
parties with
unsatisfied needs A
desire and ability to
be satisfied A way for
the parties to
communicate
Something to ...

~~Summary Marketing:
The Core Chapters
1-18 - MKTG 3001 ...
Principles of
Management~~

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Chapter 1 Modern
Management: Skills
for success

Management The
process of reaching
organizational goals
working with and
through people and
other organizational
resources.

Management
Functions Activities
that make up the
management

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process. The four basic management activities are planning, organizing, influencing, and controlling.

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Management
Chapter 1—StuDocu
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Marketing -~~

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~~QUESTIONS &
ANSWERS - Kotler /
Armstrong, Chapter 1~~

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QUESTIONS &
ANSWERS - Kotler ...~~

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introduction first
part. This video
explains the basics of
principles of

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marketing using flow
chart. It also tells you
the historic p...

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Customers who buy
products for further
processing, reselling,
renting and not for
their own personal

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consumption.
Customers who buy products for their own consumption. They are the end users of the product
Government bodies and related agencies who buy products in order to provide services to the public.

~~Chapter 1 – Overview
of Principle of~~

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Section 1.1 Defining Marketing, Section 1.2 Who Does Marketing? and Section 1.3 Why Study Marketing? are edited versions of the chapter sections of the same titles appearing in

‘ Chapter 1: What is Marketing? ’ of the

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Marketing? Core
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Marketing

Marketing is composed of four activities centered on customer value:

creating,
communicating,
delivering, and
exchanging value.

When we use the term value, we mean the benefits buyers receive that meet their needs. In other

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words, value is what the customer gets by purchasing and consuming a company ' s offering.

1.1 Defining Marketing— Principles of Marketing

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Th vi n tr c
tuy n hàng u
Vi t Nam

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marketing chapter 1
quizlet 123doc~~

1. DEFINING
MARKETING

LEARNING OBJECTIVE

1. Define marketing
and outline its
components. Marketi

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ng is defined by the American Marketing Association as “ the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. ” [1] If you read the definition closely, you see that there are

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