

Introduction to Marketing Management

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(A concise, easy-to-read overview)

1. What Is Marketing Management?

Element	Definition
Marketing	The process of creating, communicating, delivering, and exchanging value for customers, clients, partners, and society.
Management	Planning, organizing, directing, and controlling resources to achieve organizational goals.
Marketing Management	The systematic analysis, planning, implementation, and control of marketing activities to satisfy target markets profitably.

2. Core Objectives

1. Identify & Understand Target Markets

- Segment the market ? select attractive segments ? develop detailed buyer personas.

2. Create Customer Value

- Design products/services that solve real problems or fulfill desires.

3. Build Strong Brands

- Establish distinct positioning, personality, and equity.

4. Generate Sustainable Profitability

- Balance short-term sales with long-term relationship building.

5. Adapt to Market Changes

- Monitor trends, competitor moves, and technological shifts; adjust tactics quickly.
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3. The Marketing Management Process

1. Situation Analysis

- *Tools:* SWOT, PESTEL, Porter's Five Forces, market research.

2. Marketing Planning

- Set **SMART** objectives (Specific, Measurable, Achievable, Relevant, Time-bound).
- Choose **target market(s)** and **positioning** strategy.

3. Marketing Mix Development (4Ps)

P	Focus	Typical Decisions
Product	What to offer	Features, quality, branding, packaging, lifecycle
Price	How much to charge	Pricing models, discounts, payment terms, perceived value
Place (Distribution)	Where to sell	Channels, coverage, inventory, logistics
Promotion	How to communicate	Advertising, sales promotion, public relations, personal selling, digital/social media

4. Implementation & Execution

- Allocate budgets, assign responsibilities, develop timelines, and launch campaigns.

5. Control & Evaluation

- Track KPIs (sales, market share, ROI, customer satisfaction).
- Use dashboards, periodic reviews, and corrective actions.

4. Key Concepts & Models

Concept

Brief Explanation

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Market Segmentation	Dividing a broad market into distinct groups with similar needs or behaviors.
Targeting	Selecting one or more segments to serve.
Positioning	Crafting a unique, desirable place in the consumer's mind relative to competitors.
Brand Equity	The set of assets and liabilities linked to a brand's name that add or subtract value.
Customer Relationship Management (CRM)	Systems and practices for managing interactions with current and potential customers.
Life Cycle Marketing	Tailoring strategies to the stages of a product's life: introduction, growth, maturity, decline.
Integrated Marketing Communications (IMC)	Coordinating all promotional tools to deliver a consistent message.
Digital Marketing Funnel	Awareness ? Interest ? Consideration ? Purchase ? Loyalty ? Advocacy.

5. The Role of Data & Technology

- **Market Research:** Surveys, focus groups, social listening, big data analytics.
- **Analytics:** Google Analytics, attribution models, predictive modeling.
- **Automation:** Email drip campaigns, programmatic advertising, CRM workflows.
- **AI & Machine Learning:**