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the process of satisfying the needs of a consumer . It starts with the identification of needs and wants of a market and continues till the needs and wants are satisfied.

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Sales-management differs from other fields of management, mainly in different aspects: the selling operation of a business firm does not exist in isolation. Thus, simultaneous with the changes taking place in the business, as well as marketing-orientation,

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new concept of sales management has evolved. The business, is now society-oriented, on

## SALES MANAGEMENT: AN OVERVIEW

Marketing management takes place when at least one party to a

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potential exchange thinks about the means of achieving desired responses from other parties. We see marketing management as the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering and

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core of all marketing efforts.

Elements of Marketing Mix

Product – A product is anything that satisfies a consumer need. It may be a good, service, event, experience etc.

Marketing Mix – 4P`s - Elements,



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Marketing is designed to bring  
about desired exchanges with

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target audiences for the purpose of mutual gain. Marketing activities are concerned with the demand stimulating and demand fulfilling efforts of the enterprise.

Marketing is the function that adjusts an organization ' s offering to the changing needs of the

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## PAPER V BASIC PRINCIPLES OF MARKETING AND MANAGEMENT

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students. This article aims to give you an in-depth overview on some of the most important topics relating to marketing and marketing management. Study Notes as an Introduction on Marketing

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