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### **The Advertising Concept Book: Think Now, Design Later**

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### **CONTENTS UNIT " I - Pondicherry University**

BASIC PRINCIPLES OF MARKETING AND MANAGEMENT LESSON 1- Definition & Core concept, marketing tools, P's- product, price, place and promotion LESSON 2- Market segmentation, targeting and

positioning & analyzing the marketing environment LESSON 3- Study consumer behavior, needs and motivation, group dynamics, social

### **PAPER V BASIC PRINCIPLES OF MARKETING AND MANAGEMENT - GJUS&T**

Marketing Management Balakrishnan S #15 Production Concept Product Concept Selling Concept Marketing Concept Societal Marketing Concept

- Consumers favor products that are available and highly affordable.
- Improve production and distribution.
- Consumers favor products that offer the most quality, performance, and innovative features.

### **What is Marketing? Fundamentals of Marketing Management**

The Marketing Book. This Page Intentionally Left Blank. The Marketing Book Fifth Edition Edited by ...  
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