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Marketing management is the planning, organization, directing and controlling of activities that facilitate the exchange of goods and services in the marketplace. Marketing management requires ascertaining the target market, ensuring that the number of consumers does not stagnate by actively facilitating growth, and creating superior value for the product that the consumer should purchase from that particular vendor.

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Marketing Management. Analyzing Industries and Competitors; Competitive Marketing Strategies; Designing

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and Managing Integrated Marketing Communication;  
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Marketing Information and Measuring Market Demand;  
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definition says, "We define marketing as the process of  
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environment".

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Marketing Management performs all managerial functions in the field of marketing. Marketing Management identifies market opportunities and comes out with appropriate strategies for exploring those opportunities profitably. It has to implement marketing programme and evaluate continuously the effectiveness of marketing-mix.

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Marketing Management Implementing programs to create exchanges with target buyers to achieve organizational goals Demand Management Finding and increasing demand, also

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