

Marketing Strategy

A Decision-Focused Approach

Seventh Edition

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everything you need to keep you on course *PRINCIPLES OF MARKETING (For 2nd Semester Students under Gauhati University)* DR. RAJU SUBBA, DR. PORAG PACHANI, 2025-04-12 Marketing is an essential function of any business bridging the gap between products and consumers In today's dynamic business environment understanding the principles of marketing is crucial for students aspiring to build careers in commerce and management The National Education Policy NEP 2020 emphasizes a multidisciplinary and practical approach to learning encouraging students to develop analytical and decision making skills in real world business scenarios Keeping this in mind Principles of Marketing has been designed to cater to the academic needs of B Com 2nd Semester students of Gauhati University while aligning with the latest developments in marketing strategies and practices This book provides a comprehensive yet simplified approach to the fundamental concepts of marketing ensuring clarity and application oriented learning The content is structured into five well defined units covering key aspects of marketing Unit I Introduction This unit lays the foundation for marketing by exploring its nature scope and importance It traces the evolution of marketing and differentiates it from selling Additionally it introduces the marketing mix and examines the marketing environment discussing its various components including economic demographic technological natural socio cultural and legal factors Unit II Consumer Behaviour A marketer's success largely depends on understanding consumer behavior This unit explains the nature and importance of consumer behavior the buying decision process and the various factors that influence consumer choices It further explores market segmentation targeting and positioning STP and distinguishes between product differentiation and market segmentation Unit III Product This unit focuses on product concepts and classifications along with the importance of product mix branding packaging and labeling It also discusses product support services the product life cycle and the new product development process The consumer adoption process is explained to provide insights into how consumers accept and use new products Unit IV Pricing and Distribution Pricing is a crucial aspect of marketing strategy This unit delves into the significance of pricing factors affecting price determination and various pricing policies and strategies It also covers distribution channels their types functions and factors affecting their selection Special attention is given to wholesaling retailing e tailing and physical distribution Unit V Promotion and Recent Developments in Marketing This unit discusses the nature and importance of promotion the communication process and the different types of promotion including advertising personal selling public relations and sales promotion It also examines the promotion mix and the factors affecting promotional decisions Additionally this unit introduces students to emerging trends in marketing such as social marketing online marketing direct marketing services marketing green marketing rural marketing and consumerism Throughout the book efforts have been made to present the concepts in a structured and student friendly manner The book includes real life examples case studies and self assessment questions to encourage critical thinking and practical application of marketing concepts This book is expected to serve as a valuable resource for students educators and aspiring marketers We hope it fosters a deeper understanding of

marketing principles and equips students with the knowledge required to navigate the ever evolving marketing landscape

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Table of Contents Marketing Strategy Decision Focused Approach 7th Edition

1. Understanding the eBook Marketing Strategy Decision Focused Approach 7th Edition
 - The Rise of Digital Reading Marketing Strategy Decision Focused Approach 7th Edition
 - Advantages of eBooks Over Traditional Books
2. Identifying Marketing Strategy Decision Focused Approach 7th Edition
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Marketing Strategy Decision Focused Approach 7th Edition
 - User-Friendly Interface
4. Exploring eBook Recommendations from Marketing Strategy Decision Focused Approach 7th Edition
 - Personalized Recommendations
 - Marketing Strategy Decision Focused Approach 7th Edition User Reviews and Ratings
 - Marketing Strategy Decision Focused Approach 7th Edition and Bestseller Lists

5. Accessing Marketing Strategy Decision Focused Approach 7th Edition Free and Paid eBooks
 - Marketing Strategy Decision Focused Approach 7th Edition Public Domain eBooks
 - Marketing Strategy Decision Focused Approach 7th Edition eBook Subscription Services
 - Marketing Strategy Decision Focused Approach 7th Edition Budget-Friendly Options
6. Navigating Marketing Strategy Decision Focused Approach 7th Edition eBook Formats
 - ePub, PDF, MOBI, and More
 - Marketing Strategy Decision Focused Approach 7th Edition Compatibility with Devices
 - Marketing Strategy Decision Focused Approach 7th Edition Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Marketing Strategy Decision Focused Approach 7th Edition
 - Highlighting and Note-Taking Marketing Strategy Decision Focused Approach 7th Edition
 - Interactive Elements Marketing Strategy Decision Focused Approach 7th Edition
8. Staying Engaged with Marketing Strategy Decision Focused Approach 7th Edition
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Marketing Strategy Decision Focused Approach 7th Edition
9. Balancing eBooks and Physical Books Marketing Strategy Decision Focused Approach 7th Edition
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Marketing Strategy Decision Focused Approach 7th Edition
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Marketing Strategy Decision Focused Approach 7th Edition
 - Setting Reading Goals Marketing Strategy Decision Focused Approach 7th Edition
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Marketing Strategy Decision Focused Approach 7th Edition
 - Fact-Checking eBook Content of Marketing Strategy Decision Focused Approach 7th Edition
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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