

Marketing philosophies (Marketing concepts)

Marketing concept or philosophies is an attitude or a way of business thinking. It is also referred to as marketing philosophies.

- **Production concept**

According to this concept marketing success depends on offering products at low price. This concept's emphasis is low cost of production through mass production and distribution.

- **Product concept**

According to this concept, the marketer can easily sell the product if it is of high quality. This concept emphasizes product quality.

- **Selling concept**

According to this concept low cost or high quality alone is sufficient to sell the products. This concept emphasizes selling efforts.

- **Marketing concept**

According to this concept products are developed and produced to satisfy the needs of the customer. This concept emphasizes customer satisfaction.

- **Social marketing concept**

According to this concept marketing activities should aim at the welfare of the society. This concept emphasizes customer satisfaction.

- **Holistic marketing concept**

It is a new marketing philosophy developed to meet challenges of modern marketing. It comprises the following

- a) **Relationship marketing**

It is an attempt to create customer loyalty and discouraging customers from defecting to other sellers.

- b) **Integrated marketing**

It refers to an approach where marketing function is integrated with other functions, to achieve the organizational objectives.

- c) **Internal marketing**

Internal marketing refers to harmony among various marketing activities within the firm.

Service Management Notes For Bcom

VM Jensen



Service Management Notes For Bcom:

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In an electronic era where connections and knowledge reign supreme, the enchanting power of language has become more apparent than ever. Its ability to stir emotions, provoke thought, and instigate transformation is actually remarkable. This extraordinary book, aptly titled "**Service Management Notes For Bcom**," written by a highly acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we shall delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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