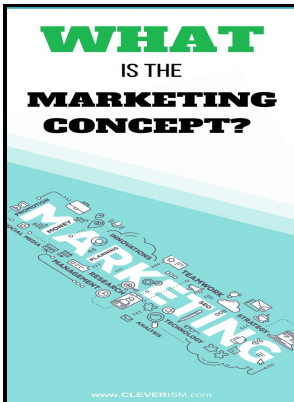


Marketing - concepts and application

McGraw-Hill Ryerson - 5 Marketing Concepts: Marketing Management Philosophies



Description: -

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Davyhulme Christ Church.

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Notes: 1

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BUS351 MARKETING CONCEPTS AND APPLICATION > Syllabus

If a firm decides to operate based on this concept, it will try to minimize production costs by making the production process efficient. Under the marketing concept, marketing becomes the basic motivating force for the entire firm.

5 Marketing Concepts: Marketing Management Philosophies

This is a 3-credit course, requiring a minimum of 18 hours of course engagement each week in an 8-week term, or 9 hours per week in a 15-week term refer to the Credit Hours Calculation Policy in the Student Handbook , Course engagement includes such activities as discussions, reading, study time, and assignments.

BUS*351

The ultimate is the same, and that is to establish a relationship with customers and satisfy their needs by meeting their demands. In the earlier concepts, goods would be brought to the market in the hope of finding customers.

The Marketing Concept

Most successful organizations have adopted the marketing concept. His wealth of realization overflowed into literary composition, and he is said to have left four or five volumes of writings.

Zhe

Marketing has very little room in this concept.

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