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marketing, these are also called intrinsic features. Complementary utilities : lacking value, intangible, symbolic features, which satisfy secondary needs (Maslow: wants).

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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

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Basic Marketing Principles Author: Mickey Smith, RPh, PhD Director, Center for Pharmaceutical Marketing and Management University of Mississippi. Learning Objectives • Define • marketing in official and

• terms • List at least five viable market segments • Differentiate by example between services and physical products

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CONTENTS UNIT I Lesson 1.1 Introduction to marketing Lesson 1.2 Marketing concepts ... All organizations perform these two basic functions to satisfy their commitments to their stakeholders the owners, the customers and the society, at large. ... Marketing function creates time, place and ownership utilities.

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

American Marketing Association defines marketing as: Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

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