

## Marketing Management Power Point Training Manual

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Marketing Training ppt 1. Make Your Marketing Effortless 2. \_\_\_\_\_ 3. What is Marketing? 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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Marketing Slides Series - Sales management  
You will learn the major elements of the marketing mix - product policy, channels of distribution, communication, and pricing - and see how they fit within different analytical frameworks that are useful to managers. This will enhance your understanding of how marketing works in the business world.