

# Marketing Management Mba 1st Sem

What, exactly, is marketing? Simply put, marketing is the activity of getting people aware of and interested in a brand and its products, often by promoting its offerings so that customers perceive ... Marketing's principal function is to promote and facilitate exchange. Through marketing, individuals and groups obtain what they need and want by exchanging products and services with other parties. Apr 30, 2025 · How is marketing defined? Learn about the various types of marketing today, its connection to advertising, and the four P's of marketing. Apr 23, 2025 · What is marketing? Discover the fundamentals, key strategies, and modern tools that define marketing today in this comprehensive guide. Jun 6, 2024 · Marketing is the process of creating and delivering value-

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**What is Marketing, and What's Its Purpose?**

- HubSpot Blog

**Marketing - Wikipedia**

**Marketing | Definition, Tactics, Purpose, & Facts | Britannica Money**

**What Is Marketing? Basics of Marketing & Types | Built In**

**What Is Marketing? A Brief Overview | Salesforce**

**What Is Marketing? An Introduction to Marketing**

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