

Welcome

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“EDUCATION FOR KNOWLEDGE, SCIENCE AND CULTURE.”

— SHIKSHANMAHARSHI DR. BAPUJI SALUNKHE

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MARKETING - INTRODUCTION



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MARKET

Meaning-

The word market derived from Latin word 'Marcatus' , meaning goods or Trade or a place where business is conducted. Traditionally market refer to a physical location where buyers and sellers gather to exchange their goods and services.

Definition-

According to William Stanton “ Market may be define as a place were buyers and sellers meet, goods and services are offered for sales and transfer of ownership occur”.



Types of Market-

1. Selling Area
2. Nature of Dealing
3. Nature of Goods Sold
4. Basis of Time
5. Function of Market
6. Article of trade
7. Volume of Business
8. Dominance Parties



MARKETING

Meaning -

Marketing is a comprehensive term and it includes all resources and a set of activities necessary to direct and facilitate the flow of goods and services from producer to consumer in the process of distribution.

Definition-

1. According to Philip Kotler “Marketing is a human activity directed of satisfying needs and wants through exchange processes”
2. According to William Stanton “ Marketing is a total system of business activities designed to plan, price, promote and distribute want satisfying products to target markets to achive oragnisational objectives”



MARKETING

Importance of Marketing-

A) Importance to Society

1. helps to Raise the standard of living of society
2. Satisfaction of Human Wants
3. Increase employment opportunities
4. Increase National Income
5. Helps to Maintain Economic Stability
6. Helps in Creation of Utility

B) Importance to Business/ Firm-

1. Generate revenue
2. Basis of Marketing decision
3. Innovation and Change



THANK YOU

