Mindluster Platform

About the course Marketing basics for beginners

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Marketing basics, in this course we will learn about Marketing Basics, covering essential principles, strategies, and tools needed to build a strong foundation in marketing. We will explore key concepts such as market research, customer segmentation, branding, digital marketing, and the marketing mix (4Ps: Product, Price, Place, Promotion). Youâ€™ll learn how to develop marketing strategies, craft compelling messaging, and use online and offline channels to reach target audiences. We will also discuss modern marketing trends, including social media marketing, content marketing, and email marketing, along with traditional approaches like print and direct marketing. Through real-world examples and case studies, we will understand how successful businesses attract and retain customers. Whether you're a beginner or looking to refine your knowledge, this course will equip you with the necessary skills to create effective marketing campaigns and grow your business successfully. Umar Tazkeer

Marketing Category's Courses

Course Lesson(25)

Lesson 1 : **Fundamentals of Marketing Full Course Marketing Basics for Beginners Umar Tazkeer**

Lesson 2 : **What is Marketing Understanding Marketing Concepts Marketing Fundamentals 1**

Lesson 3 : **What are 4 Ps of Marketing 4 Ps of Marketing Concept Marketing Fundamentals 2**

Lesson 4 : **7 Ps of Marketing Explained Marketing Mix Concept Marketing Fundamentals 3**

Lesson 5 : **What is SWOT Analysis How to Perform SWOT Analysis Marketing Fundaments 4**

Lesson 6 : **What is price Elasticity Pricing Strategy Models in Marketing Marketing Fundamentals 5**

Lesson 7 :
Different Pricing Models in Marketing Pricing Models and Strategies Marketing Fundamentals 6

Lesson 8 :
Different Types of Pricing Strategies According to Business Types Marketing Fundamentals 7

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Difference between Sales and Marketing Sales vs Marketing in Hindi Marketing Fundamentals 8

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What is Product Life Cycle Stages of Product Life Cycle in Marketing Marketing Fundamentals 9

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Lesson 12 : **What is Lead Score Lead Scoring Model Explained Marketing Fundamentals 11**

Lesson 13 :
STP Framework in Marketing Segmentation Targeting and Positioning Marketing Fundamentals 12

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Lesson 15 : **What is Ansoff Matrix Product Market Expansion Grid Marketing Fundamentals 14**

Lesson 16 : **BCG Metrix Explained BCG Metrix in Hindi Marketing Fundamentals Course 15**

Lesson 17 :
Service Triangle in Service Marketing Service Triangle in Hindi Marketing Fundamentals 16

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Agile Marketing Agile Marketing Methodology to Grow Business Marketing Fundamentals 18

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Lesson 21 : **Porter s Generic Strategies Porter s Model of Marketing Marketing Fundamentals 20**

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Difference Between Marketing and Advertising Marketing vs Advertising Marketing Fundamentals 21

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Guerrilla Marketing Guerrilla Marketing in Hindi with Example Marketing Fundamentals 22

Lesson 24 :
What is Moment Marketing Moment Marketing in Hindi with Examples Marketing Fundamentals 23

Lesson 25 : **Surrogate Advertising Kaise hoti hai Surrogate Advertising Marketing Fundamentals 24**

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