Mindluster Platform

About the course Principles of Marketing

Marketing is the process of creating, communicating, and delivering value to customers through the promotion and sale of products or services.

Marketing Category's Courses

Course Lesson(12)

Lesson 1 : **Lesson 1 What is Marketing**

Lesson 2 : **Lesson 2 Needs Wants Demand**

Lesson 3 : **Topic 1 What is Marketing by Dr Yasir Rashid Free Course Kotler and Armstrong English**

Lesson 4 :
Chapter 1 2 Understanding Needs Wants Demand by Dr Yasir Rashid Free Course Kotler English

Lesson 5 :
Chapter 1 Topic 3 Designing Marketing Strategy by Dr Yasir Rashid Free Course Kotler English

Lesson 6 :
Chapter 1 4 Marketing Management Orientations by Dr Yasir Rashid Free Course Kotler English

Lesson 7 :
Chapter 1 Topic 5 Building Customer Relationships by Dr Yasir Rashid Free Course Kotler English

Lesson 8 :
Chapter 1 Topic 6 Changing Marketing Landscape by Dr Yasir Rashid Free Course Kotler English

Lesson 9 :
Chapter 2 Company and Marketing Strategy by Dr Yasir Rashid Free Course Kotler English

Lesson 10 :
Chapter 7 Company Driven Marketing Strategy by Dr Yasir Rashid Free Course Kotler English

Lesson 11 :
Chapter 3 Analysing Marketing Environment by Dr Yasir Rashid Free Course Kotler English

Lesson 12 :
Chapter 4 Managing Marketing Information to Gain Customer Insights by Dr Yasir Rashid English

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