Mindluster Platform

# About the course Marketing Management

Marketing Management is the process of planning, organizing, implementing, and controlling marketing activities to achieve organizational goals and objectives.

**Business Category's Courses**

# Course Lesson(15)

Lesson 1 : **Introduction to Marketing**

Lesson 2 : **Marketing Philosophies and Core Concepts**

Lesson 3 : **Marketing Environment**

Lesson 4 : **Marketing Environment Part 2**

Lesson 5 : **Marketing Environment Part 2**

Lesson 6 : **Marketing Environment Part 3**

Lesson 7 : **Marketing Environment Part 3**

Lesson 8 : **Marketing Environment Part 3**

Lesson 9 : **Marketing environment Part 4**

Lesson 10 : **Marketing environment Part 4**

Lesson 11 : **Market Segmentation**

Lesson 12 : **Market targeting**

Lesson 13 : **Marketing Mix Product**

Lesson 14 : **Marketing Mix Price**

Lesson 15 : **Consumer behavior**

# Related courses

**Business Entrepreneurship**

**Business Soft Skills**

**Economics**

**Intellectual Property**

**How to Start Business**

**Start a Cleaning Business**



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