

TYPES OF MARKETING FUNCTIONS AND ITS ACTIVITIES

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Abstract: *The article is discussed about the Product service management, marketing-information management, pricing, distribution, promotion, and selling are the six marketing functions. These marketing jobs include the tasks that center on comprehending consumers and providing them with the goods they desire. Marketing information management, finance, product and service management, pricing, promotion, selling, and distribution are the seven marketing functions. Each department must collaborate to create a successful marketing strategy in order to support the expansion of your company. The exact definition of functional marketing isn't set in stone, but it usually refers to focusing on the practical advantages of your business in order to reach particular goals. It attempts to persuade a potential client in a fact-based, intellectual approach.*

Key words: *Marketing functions , The main role of marketing function , marketing concepts.*

The work that marketing experts do is based on functions. For a marketing team to successfully plan, manage, and carry out a campaign, each function consists of a set of duties and activities. There are seven widely accepted marketing functions that contribute to the overall work of marketers. These roles consist of: Pricing, Product Management, Selling, and Promotion Information management for marketing Finance Distribution. These features come together to support professionals in creating standardized marketing plans for many kinds of businesses and brands. Because each of the seven marketing functions stands for a certain category of marketing-related activities, they are significant. The purpose of marketing is to sell and promote items in a cutthroat market. Marketing teams should stay focused on their objectives by frequently reviewing the seven marketing functions when they are creating a campaign. grasp the goals of marketing strategies,

procedures, and technologies requires a grasp of the seven marketing functions. Together, these features make it easier. One aspect of marketing is selling, which includes following up on sales leads and interacting with possible clients. Subtly pursuing sales leads is crucial for marketing professionals because it fosters relationships with future clients. Effective marketers may present their product and address any queries clients may have as their relationship with a potential consumer develops. Using successful selling strategies

will enable you to set your brand out from the competition. To figure out how to best position their product in their market and close deals with potential clients, marketers and salespeople may work together. As the modern business landscape shifts and grows in complexity, marketing functions have become increasingly diverse. It can be difficult to keep track of all the different aspects that make up a comprehensive marketing plan. Fortunately, this comprehensive guide breaks down the most essential marketing functions, outlining how each one is used and how they can interact together to create success. Marketing is a critical component of business operations. The management of a company's marketing activities and resources, and the practical application of underlying methods and techniques, is called marketing management. Essentially, marketing managers execute all managerial functions associated with marketing processes. Marketing management plays an important role in business. It helps identify market opportunities and establish effective strategies for leveraging the identified opportunities. Indeed, marketing is directly linked to a company's profitability. Marketing activities form a critical component of the corporate system. Companies seeking to create product awareness, penetrate markets, and attract a bigger market share must market their products, brand, and services. In this context, marketing management facilitates the implementation of marketing programs and evaluates the success or failure of marketing mix product , place, promotion, and price strategies. Another role of this corporate function is to identify and address deficiencies in the marketing plan, procedure, and policy. In other words, marketing managers take care of the enterprise's marketing system. Marketing management functions include analyzing, coordinating, planning, and executing procedures designed to increase customer engagement, drive sales, and create product/service awareness. These functions focus on implementing product, place, promotion, and price strategies and objectives. Marketing managers influence the physical and psychological aspects of marketing. This entails manipulating the degree, structure, and timing of customer demand. Psychological aspects of marketing focus on identifying consumer needs and changing consumption patterns and behavior. Physical marketing features aim at addressing these needs. Marketing is the process of getting the right goods or services or ideas to the right people at the right place, time, and price, using the right promotion techniques and utilizing the appropriate people to provide the customer service associated with those goods, services, or ideas. This concept is referred to as the “right” principle and is the basis of all marketing strategy. We can say that marketing is finding out the needs and wants of potential buyers whether organizations or consumers and then providing goods and services that meet or exceed the expectations of those buyers. Marketing is about creating exchanges. An exchange takes place when two parties give something of value to each other to satisfy their respective needs or wants. In a typical exchange, a consumer trades money for a good or service. In some exchanges, nonmonetary things are exchanged, such as when a person who volunteers for the company charity receives a T-shirt in exchange for time spent. One common

misconception is that some people see no difference between marketing and sales. They are two different things that are both part of a company's strategy. Sales incorporates actually selling the company's products or service to its customers, while marketing is the process of communicating the value of a product or service to customers so that the product or service sells.

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