



Marketing for Beginners

Shalu Garg



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P

Preface

Welcome to the dynamic world of marketing, a realm where creativity meets strategy, and innovation intertwines with consumer behaviour. If you're holding this book, chances are you've taken the first step into a fascinating journey that explores the art and science of promoting products, services, and ideas.

“Marketing for Beginners” is not just a guide; it's your compass in navigating the intricate landscapes of consumer preferences, market trends, and effective communication. Whether you're a budding entrepreneur, a curious student, or someone simply intrigued by the magic behind successful brands, this book is crafted with you in mind.

In the pages that follow, we'll unravel the mysteries of target audiences, demystify the power of branding, and dive into the ever-evolving digital marketing landscape. You'll discover the psychology behind consumer decisions, learn to speak the language of your audience, and grasp the importance of adaptability in an era where change is the only constant.

But why marketing? In a world inundated with choices, effective marketing is the bridge that connects products and services to the people who need them. It's not just about selling; it's about building relationships, fostering trust, and creating experiences that resonate.

As we embark on this exploration together, keep in mind that marketing is not a one-size-fits-all endeavor. It's a journey of self-discovery for your brand, an ongoing conversation with your audience, and a commitment to continuous learning. So, let's turn the page and begin this exciting expedition into the captivating world of marketing. May your insights be sharp, your strategies effective, and your journey both enlightening and rewarding.

Happy marketing!

Ms. Shalu Garg



Acknowledgement

Writing this book, “Marketing for Beginners”, has been a journey filled with learning, exploration, and dedication. I am grateful to everyone who has contributed to the creation of this work, directly or indirectly.

First and foremost, I am profoundly grateful to Mahadev for the inspiration, guidance, and strength provided throughout the creation of this book. I am fortunate to receive your blessings, Shiv Shambhu.

I extend my heartfelt gratitude to my family for their unwavering support and understanding during the countless hours spent researching and writing. Your encouragement and patience have been the cornerstone of this endeavour.

I want to express my sincere appreciation to my mentors and advisors who provided invaluable guidance and insights. Your expertise has been instrumental in shaping the content of this book, and I am deeply thankful for your generosity in sharing your knowledge.

I extend my thanks to the team at the publishing house for believing in the potential of this project and for their hard work in bringing it to fruition. Your professionalism and commitment to quality have been truly commendable.

To the numerous experts, entrepreneurs, and marketers who shared their experiences and expertise, thank you for providing real-world examples and practical insights that have enriched the content of this book.

Lastly, to the readers, whether you’re a seasoned marketer seeking a refresher or a newcomer eager to dive into the world of marketing, I hope this book serves as a valuable companion on your journey. Your curiosity and enthusiasm for learning are the driving force behind endeavors like this.

Finally, to anyone who has played a part, big or small, in the creation of this book, I express my deepest gratitude. Writing “Marketing for Beginners” has been a collaborative effort, and I am fortunate to have had the support of such a wonderful network of individuals.

Thank you all for being a part of this adventure.

With gratitude,
Ms. Shalu Garg



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2.	Marketing Environment	9	6	1	1	2	1	9	11	2
UNIT 2 – Consumer Behaviour and Marketing Strategies										
3.	Consumer Behaviour	4	4	1	1	2	1	13	10	2
4.	Marketing Strategies	14	15	1	1	1	1	8	15	3
UNIT 3 – Product Decisions and Product Life Cycle										
5.	Product Decisions	5	20	1	6	2	1	14	16	5
6.	Product Life Cycle	6	4	1	1	2	1	10	16	2
UNIT 4 – Pricing Decisions and Distribution Decisions										
7.	Pricing Decisions	5	6	1	2	2	1	10	14	2
8.	Distribution Decisions	4	3	1	3	2	1	9	13	2
UNIT 5– Promotion Decisions and Developments in Marketing										
9.	Promotion Decisions	5	5	1	3	2	1	8	14	2
10.	Developments in Marketing	2	13	1	4	2	1	9	16	2
Practical Exercises Manual										
	Total	66	85	10	24	19	10	100	140	24



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About the Book

Marketing for Beginners is a comprehensive guide crafted to introduce students to the fundamentals of marketing in an engaging and accessible manner. Designed with the novice marketer in mind, the book seamlessly integrates theoretical knowledge with practical applications to offer a well-rounded learning experience. Each lesson in this book is like a carefully wrapped gift, unveiling a world of marketing wisdom adorned with several interesting and fun activities guaranteeing an adventure on every page! It is more than a textbook; it's a dynamic companion that equips students with fundamental skills to navigate the ever-evolving landscape of marketing. Whether you're a student, aspiring marketer, or business enthusiast, this book promises a rich and interactive learning journey.

Salient Features

This book's diverse set of features is carefully crafted to cater to different learning styles and ensures a holistic and engaging learning experience for students.

- ❑ *Easy Breezy Learning Activities*: Marketing concepts are taught through practical fun hands-on activities to form a strong base.
- ❑ *Task Teasers*: Challenges encourage hands-on problem solving and critical thinking in actual marketing scenarios.
- ❑ *Case Quests*: Marketing case analyses help one gain insight and thereby make prudent business decisions.
- ❑ *Everyday Scenarios*: Connect marketing theories to everyday life with examples for practical learning.
- ❑ *Latest Buzz Corner*: Keep up to speed with current industry trends through real-world examples that dramatize key marketing concepts.
- ❑ *Talk Time Tidbits*: Concise recap of lessons that can be quickly reviewed and reinforced.
- ❑ *Concept Checkpoint*: Chapter-end tools to review, evaluate, and solidify before continuing on.
- ❑ *Scenario Challenges*: Comprehensive reviews of learning to assess readiness for real-world marketing applications.

About the Author

Shalu Garg, an Assistant Professor at the University of Delhi, has a strong academic background and a passion for teaching. She completed her graduation and post-graduation from University of Delhi. Garg's dedication to education and teaching has led her to positions at renowned institutions of University of Delhi. She has also contributed to the academic community by publishing lessons in collaboration with Campus of Open Learning, University of Delhi. Garg has also authored a book on *Personal Financial Planning* with well renowned publishing house Sultan Chand & Sons.



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