

Marketing Overview



1a What is Marketing

Add description

<https://youtu.be/GqqjdbLM2Aw>



1b The Marketing Organization

Add description

<https://youtu.be/2izmcIukAUY>



1c Market Share and Dark Side of Mar...

Add description

<https://youtu.be/PGWG0gS0utc>

Marketing Planning



2a Strategic Planning

Add description

<https://youtu.be/1RBUBXxpS8w>



2b SBUs

Add description

<https://youtu.be/4r8Zlmqd4nQ>



2c Generic Growth Strategies

Add description

<https://youtu.be/XiLXZETSkrc>



2d Marketing Portfolio Analysis

Add description

https://youtu.be/-CLjazEfW_k

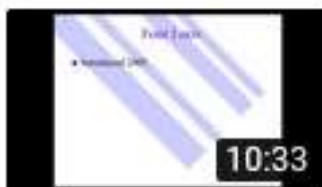
Marketing Ethics



3a Marketing Ethics

Add description

<https://youtu.be/9MOF2ju1wKY>



3b CSR

Add description

<https://youtu.be/IvJRC-g70j0>



3c Cause Marketing and Green Market...

Add description

<https://youtu.be/WwZDTvewKb0>

Marketing Environment



4a Marketing Environment Introduction

Add description

<https://youtu.be/SNHE7stIjIU>



4b MKT Environ Technology

Add description

<https://youtu.be/UttmwIOCjgk>



4c MKT Environ SocioCultural

Add description

<https://youtu.be/iR6A3P1Sqmo>



4d MKT Environ Political Legal Regula...

Add description

<https://youtu.be/gyPXn2OZzFA>

Global Marketing



5a Global Marketing Intro

Add description

https://youtu.be/aMOJ_Ywqhu8



5b Global Trade

Add description

<https://youtu.be/MAhA75C6Y8s>



5c Global Marketing Issues

Add description

<https://youtu.be/GdVHVGw-Kf0>

Consumer Behavior



6a Consumer Behavior Introduction

Add description

<https://youtu.be/oEYMEKAEUKM>



6b Consumer Behavior Influences
Add description

<https://youtu.be/WB3oLDPIEEk>



6c Consumer Behavior Social Classes
Add description

https://youtu.be/-L_ljkenP2k

B2B Marketing



7a B2B Marketing
Add description

<https://youtu.be/L1hdeUt278Y>



7b B2B Products and Customers
Add description

<https://youtu.be/xTM5ju2eq2Y>



7c B2B Decision Making
Add description

<https://youtu.be/U4WK7kR0o6Q>

Market Segmentation



8a Target Marketing

Add description

<https://youtu.be/781ez2wWoE0>



8b STP

Add description

<https://youtu.be/isScy9a2mjE>



8c Positioning

Add description

<https://youtu.be/MqV-4dVuXJg>

Marketing Research



9a Market Research Introduction

Add description

<https://youtu.be/PUFj0rHdxKY>



9b Marketing Information

Add description

<https://youtu.be/dndNJI-uH-Y>



9c Market Research Process

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<https://youtu.be/UnYB67CEoF4>



9d Market Research Mechanics

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<https://youtu.be/v6mHjfuCj8w>

Four P's: PRODUCT



10a Product Concepts

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https://youtu.be/EWyx-U2_u0Q



10b Product Line Extensions

Add description

<https://youtu.be/0jMf8iI5lqA>



10c Product Packaging

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<https://youtu.be/JK8LLDcaTTA>



10d Product Life Cycle

Add description

<https://youtu.be/qzk5Fqr4AVA>



10e Branding

Add description

<https://youtu.be/jUVRkZ7rK-k>

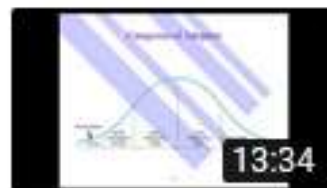
New Product Development



11a New Product Strategy

Add description

<https://youtu.be/PxSUyE8JRE0>



11b New Product Development

Add description

<https://youtu.be/BV-WfqzHOHI>



11c Test Marketing

Add description

<https://youtu.be/bYpJipSXFes>

Service Marketing



12a Service Marketing

Add description

<https://youtu.be/MnyhjxCpOcQ>



12b Characteristics of Services

Add description

<https://youtu.be/An7f5VUf7Bw>



12c Service Quality

Add description

<https://youtu.be/S7K134kgRI>



12d Other Non Product Marketing

Add description

<https://youtu.be/Fu281oLgSwM>

Four P's: PLACE



13a Supply Chain Management

Add description

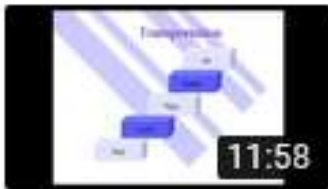
https://youtu.be/1iJggILNM_A



13b Functions of Distribution Channels

Add description

<https://youtu.be/7vZlBs3ctNo>



13c Channel Member Cooperation

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<https://youtu.be/daXrL-qcviM>

Retail



14a Retailing

Add description

<https://youtu.be/EcCV4QkyCew>



14b Classifying Retailers

Add description

<https://youtu.be/K-IWL9EsAbk>



14c Non Store Retailing

Add description

<https://youtu.be/iYGsCJUHV5o>

Marketing Communications



15a Integrated Marketing Communication...

Add description

https://youtu.be/xLaXUf_8pks



15b MARCOM continued

Add description

<https://youtu.be/p0nCi-ZQuAg>



15C MARCOM Promotion Mix

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<https://youtu.be/YHaFyzUILHk>

Advertising



16a Advertising

Add description

<https://youtu.be/ztqsMEoH3c8>



16b Advertising Execution

Add description

<https://youtu.be/1IwRR2oZcv4>

Sales and Sales Management



17a Sales Overview

Add description

<https://youtu.be/72P903ueDak>



17b Selling Steps and Sales Management...

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<https://youtu.be/d8QY8PAri0Q>

Digital Marketing



18a Social Media and Marketing Intro...

Add description

<https://youtu.be/b0SNVRZ3-d8>



18b Social Media and Marketing Mod...

Add description

<https://youtu.be/3LkkGy0elJk>



18c Social Media and Marketing Mod...

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<https://youtu.be/iZysRE4ZWWk>

Four P's: Price



19a Pricing Concepts

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<https://youtu.be/IK7jij2eieA>



19b Supply and Demand

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<https://youtu.be/XVn9tW5cokY>



19c Dynamic Pricing

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<https://youtu.be/cvPSCDi6V-g>



19d Pricing and Costs

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<https://youtu.be/NALH5X6OppU>



19e Pricing Strategies

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<https://youtu.be/9Vz2STIUpBY>



19f Pricing Tactics

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<https://youtu.be/UYRmM7yENig>