

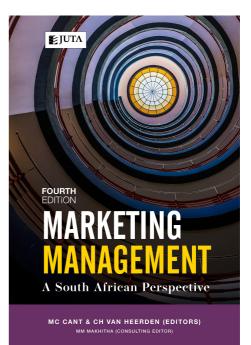
Marketing Management: A South African Perspective

Edition:4tPublication date:20Author/Editors:CaMakhitha, K57ISBN:97Format:SaNumber of Pages:83Retail price:Radelivery.)Website Link:

4th Edition 2021 Cant, MC van Heerden, CH

9781485130987 Soft Cover 816 R653.00 (incl. VAT, excl.

juta.co.za/pdf/28242/



About this Publication:

With businesses competing globally more than ever before, and with the increased use of social media for marketing, companies are realising that they need to do more to add value to their products and services, and to enhance and manage the customer experience. In order to meet the expectations of today's demanding and changing consumer, marketers and students of marketing alike need to be aware of the latest trends in marketing methods and technologies and how to use them to attract and keep customers.

With a user-friendly layout highlighting definitions, examples, case studies and websites, this fourth edition of *Marketing Management: A South African Perspective* gives undergraduate students a comprehensive understanding of marketing — at a practical and academic level. Contributions from leaders in the field of marketing in South Africa and from academics at leading universities, locally and internationally, will ensure that this edition becomes as highly regarded as its predecessors.

Support material

- PowerPoint presentation, customised
- Case studies in MS Word
- Multiple choice questions (MCQs)
- Discussion questions
 Key Features and Benefits

Learning outcomes

- Learning outcome
- Introductions
- Definitions
- Notes
- Case studies
- Extended examples
- Weblinks
- Summaries
- Questions
 - New editions only: Main updates
- New case studies

Contents Include:

Chapter 1: The marketing world Chapter 2: The marketing environment Chapter 3: Consumer behaviour Chapter 4: Market segmentation targeting and positioning Chapter 5: Marketing research and information management Chapter 6: Product decisions Chapter 7: Branding decisions Chapter 8: Pricing decisions Chapter 9: Distribution management decisions Chapter 10: Marketing communication management Chapter 11: Cyber marketing and digital marketing Chapter 12: Customer value and retention Chapter 13: People, processes and physical evidence Chapter 14: Marketing planning, implementation and control Chapter 15: Marketing metrics Chapter 16: International marketing Chapter 17: Marketing in emerging and developing countries Chapter 18: Services marketing Chapter 19: Business-to-business marketing

Of Interest and Benefit to:

· Undergraduate students in Business and Marketing at universities and universities of technology