IJARSCT



International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)

International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal

Volume 3, Issue 11, May 2023

Marketing Management: Past, Present and Future

Manasi Raut

Student

Dr. Ambedkar Institute of Management Studies and Research, Nagpur

Abstract: The idea of market management refers to how well an organisation is set up to sell its products. It is crucial for maintaining a healthy profit-to-loss ratio. The marketing strategies come with a variety of tools that are necessary for a good management system. The present study is meant to highlight the crucial significance of marketing management techniques by drawing on a large number of studies that restrict the marketing process.

Keywords: Management, Marketing, Technology, IT, Information science

REFERENCES

- [1]. Ausilio, S. (2011). LibGuides: Management: Marketing Plans.
- [2]. Bidgoli, H. (2010). Supply chain management, marketing and advertising, and global management.
- [3]. Borges, M., 2012. Marketing Analysis, s.l.: Prezi.
- [4]. Brush, C.G., Ceru, D.J., & Blackburn, R. (2009). Pathways to entrepreneurial growth: The influence of management, marketing, and money.

DOI: 10.48175/568

