

B.Com. Sem. I

Subject - Marketing (M1C-1)

Topic - Marketing Mix (Part-1)

Marketing mix is the term popularised by Neil H. Border and used to describe the combination of the four inputs which constitute the core of a company's marketing system: the product, the distribution/physical system, the price structure and promotional activities. This is also called as 4 Ps of marketing.

According to R.S. Dharwadkar, "the policies adopted by manufacturers to attain success in the market constitute the Marketing Mix."

According to Philip Kotler, "the firm's task is to find the settings for its marketing decision variables. The settings constitute its Marketing Mix."

On the basis of above meaning and definitions, it can be said that marketing mix consists of four tools or ~~the~~

weapons like -

1. Product
2. Price
3. Promotion and
4. Place,

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