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**Marketing Management**  
The process of planning and executing the conception, pricing, promotion and distribution of goods, services and ideas to create exchanges with target groups that satisfy customer and organizational objectives Strategic Business Units (SBUs)

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*Page 11/27*

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## Marketing Management

### Chapter 1: Knowledge and Skills ...

Promoting any product, service, or idea encompasses many different marketing skills and personal qualities: The process begins with analyzing your audience and defining their perceptions of your product, service or idea. Identifying those features or aspects of

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what you are marketing that will be most appealing to your audience is essential.

## **Important Marketing Skills That Employers Value**

Good organizational and planning skills. Abilities to create and develop product and pricing strategies, balancing firm objectives. One of the main responsibilities related to these skills is

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to develop and evaluate marketing strategies, based on knowledge of market characteristics.

## **Marketing Manager Skills, Qualifications & Responsibilities**

Keeping clear and consistent messaging within your marketing team means you can get more done, and you don't have to worry about another team member running

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a project off the rails. In addition to communicating with your co-workers, you also need to be able to talk to your boss and upper management.

### **50 Essential Marketing Skills You Need to Be Successful in ...**

They do not get stuck to a single thing. As seen above, there are many traits that a person needs to have

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to be a successful marketing executive. Understanding the fundamentals, combining the knowledge about business and the need, desire to do something new is one of the bases of effective marketing.

## **Top 14 Skills and Qualities of a Successful Marketing ...**

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Management skills are a collection of abilities that include things such as business

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planning, decision-making, problem-solving, communication, delegation, and time management. While different roles and organizations require the use of various skillsets, management skills help a professional stand out and excel no matter what their level.

## **Management Skills - Types and Examples**

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7 skills you'll need to master in order to become a sales manager. If you want to become a sales manager, start with perfecting and then showcasing these key skills throughout your interview process. 1. Identifying, recruiting

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and hiring talented sales reps

## **7 skills you'll need to become a sales manager**

In the broadest sense, management skills can be nearly anything that enables you to manage others effectively.

While some skills will vary based on your industry, there are several that are universal across nearly every work

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management and to  
advance their skills in  
utilizing this knowledge  
to develop and  
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