

Paper –Marketing Management

Paper Code-MB-105,

MBA, Sem-I

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Topic- Targeting

Targeting is defined as a group of people or organizations for which an organization designs, implements and maintains the marketing mix.

Once the bases for segmentation are selected, you have to identify the people or organization to which the product meant Organizations may not differentiate their customer or it may have different customer for different products. In the next section we will study how to identify the target customers.

Importance of the Target Market

- 1.Target Marketing Builds Interest
2. Target Marketing Creates Brand Loyalty
3. Target Marketing Keeps Firms Competitive