

CONTENTS

1.	PRINCIPLES OF MARKET ECONOMICS FUNDAMENTAL FOR MARKETING	7
2.	THE MARKETING PROCESS AND MARKETING PLANNING	11
2.1	Fundamentals of Marketing	11
2.2	Analyzing Marketing Opportunities	13
2.3	Firm's orientation to the market.....	14
2.4	Marketing plan and strategy	17
3.	ANALYSING MARKETING OPPORTUNITIES	21
3.1	Marketing Environment	21
3.1.1	Actors in the Microenvironment.....	22
3.1.2	Macroenvironment of the Company.....	25
4.	CONSUMER MARKETS AND BUYER BEHAVIOUR.....	28
4.1	The Buying Decision Process	30
4.2	Analyzing Competitors	33
5.	THE MAIN MARKETING PRACTICES AND THEIR UTILIZATION.....	36
5.1	Marketing Mix	36
5.2	Marketing in Product Life-Cycle	41
5.3	Selecting the Market Segments	44
5.4	Marketing Organization	46
6.	THE PRICE SETTING	48
6.1	Basic approaches to price setting.....	49
7.	MARKETING RESEARCH	54
8.	THE BUSINESS AND MARKETING PLAN	59
9.	MARKETING ENVIRONMENT IN DEVELOPING COUNTRIES.....	64
10.	MARKETING IN AGRICULTURE	66
10.1	Characteristic signs of production process in agriculture	66
10.2	The construction of demand for agricultural products	67
10.3	Creation of market balance by means of prices	70
10.4	The changes of prices agriculture products.....	72
11.	THE SPECIFIC FEATURES IN MARKETING OF AGRICULTURAL.....	74
PRODUCTS IN DEVELOPING COUNTRIES	74	
11.1	The role of marketing on local markets	76
11.2	Markets in rural areas	79
12.	MARKETING BOARDS IN DEVELOPING COUNTRIES	85
12.1	The selling operations of marketing boards.....	85
12.2	Buying operations of marketing boards.....	87
13.	MARKETING USED IN VARIOUS TYPES OF FARMS	89
13.1	The large scale farms and ranches	90
13.2	The farm marketing problem and questions	91
13.3	Governmental regulations of agricultural market.....	92
14.	COMMERCIALIZATION AND MARKETING IN DEVELOPING	95
COUNTRIES.....	95	
15.	THE STORING AND RESERVES	99
16.	LITERATURE	101
	APENDIX 1: MARKETING TERMS GLOSSARY	102

competition. In a perfectly competitive market, each firm is a price taker, meaning that it must accept the price determined by the market. Producers are usually spread around the country and can not