

Marketing Mix Strategies of american University of Middle East, AUM

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Abstracts

The marketing mix is considered one of the most important factors in marketing and management. In this report, we will analyze complete description about marketing mix strategies. In marketing mix, various methods and tools regarding marketing are used and analyzed (Sharrock, 2000). The main elements of marketing mix are price, place, promotion and products. These 4 elements of marketing mix will be analyzed in detail in this report. Marketing mix contains information about each topic and strategy that a company uses to influence customers. A model for making and applying comprehensive strategy is known as marketing mix. By analyzing the all tools of marketing mix, a comprehensive knowledge that in what manner the AUM attains success can be gathered. This report contains information about various types of products offered by AUM, pricing strategies, various places for delivery of services and strategies of promotions. Cont... (2000 words of this report)

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