



DIGITAL BUSINESS AND E-COMMERCE MANAGEMENT

Editor
Dr. B. Menaka


Principal,

Dr. Umayal Ramanathan College for Women,
Karaikudi.

**11 Green Marketing and Sustainable Development:
Opportunities and Challenges**

S. Shanthi

.....117

**12 Seamless Movement of People and Goods During Lockdown
in India**

Aravindaraj. K, Vengadesh. S, & Dr. P. Rajan Chinna

.....124

13 Customer Perception of Online Payment System

Dr. SP. Mathiraj & Dr. R. Saroja Devi

.....133

14 Marketing 5.0: Digital Marketing Trends Analysis

S.Ganesan & Dr. S. Gopalsamy

.....141

15 Digital Transformation in Business

Dr. B. Arthi & M.G. Jeyalakshmi

.....154

16 The Influence of Digital Books on Marketing Infrastructures

Dr. K. Senkodi

.....159

**17 An Summarize on Green Product Development and its Export
Marketing Environment**

Dr. U. Arumugam

.....168

**18 Effectiveness of Marketing Growth on Women
Entrepreneurship**

S. Rubika

.....177

**19 Marketing Management in - COVID 19 Period : A Guideline
For Marketing Managers**

R. Shanmugapriya

.....185

20 Marketing Stratagems For Real Estate In India

S. Anitha

.....193



Principal,
Dr. Umayal Ramani College for Women,
Karaikudi.

MARKETING MANAGEMENT IN -COVID 19 PERIOD : A GUIDELINE FOR MARKETING MANAGERS

R. Shanmugapriya

Assistant Professor, **Dr. Umayal Ramanathan College for Women,**
Karaikudi. E-Mail id : priyashanmuga85@gmail.com

Abstract

Marketing refers to all activities a company does to promote and sell products or services to consumers. Marketing makes use of the "marketing mix," also known as the four Ps-product, price, place, and promotion. At its core, marketing seeks to take a product or service, identify its ideal customers, and draw the customers' attention to the product or service available. Marketing is the process by which a firm profitably translates customer needs into revenue. Marketing is discovering the vision wants and its need for the requirement and delivering the products to the customers with goods and services. In this covid-19 period what are the problems marketing managers faced and how they overcome their problem and how it's affecting our shopping zone and media habits and altered firms' marketing activities and performance. Marketing research over the last decades has provided insight into how economic recessions affect consumer behavior and the way firms should adjust their marketing mix activities in response to those macro-economic contractions. During this paper, I reviewed the related marketing literature and demonstrate that recessionary periods may provide opportunities for marketers to grow their brand's market share with the proper marketing-mix spending management.

Keywords : Customers, Strategies, requirements, services, Covid-19

Introduction

Marketing management is a broad scope of the study of marketing focusing on the practical application of the techniques and
Principal
Dr. Umayal Ramanathan College for Women,
Karaikudi. This business