

Introduction to Marketing Management

What is Marketing...??

Selling?

Advertising?

Promotions?

Making products available in stores?

Maintaining inventories?

All of the above, plus much more!

Marketing = ?

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services to create exchanges that satisfy individual and organizational goals

American Marketing Association

Marketing management is the *art and science* of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.

Marketing Concepts



Marketing Concepts

Definition

Marketing concepts can be defined as the marketing philosophies by which a firm's goal can be best achieved through identification and satisfaction of the customers' stated and unstated needs and wants.

Meaning

Companies adopt different philosophies in relation to marketing of their products. Some claim that they are customer oriented and others say that they offer value to their customers. Still others say that they treat their customers as kings. These philosophies in relation to marketing are known as marketing concepts.

Types of Marketing Concepts

Traditional Concepts

- **Production Concept:** The production concept holds that the consumer prefer the goods which are **easily available at lower prices**. Therefore, it is necessary to produce in large quantities at lower costs.
- **Product Concept:** It is a belief of the management that consumers favour the products of **superior quality, better performance and innovative features**. Therefore, successful marketing requires continuous product planning and development and improvement in quality standards.
- **Selling Concept:** This concept assumes that consumers will not buy goods voluntarily unless the seller undertakes a **large scale selling and promotional efforts**.

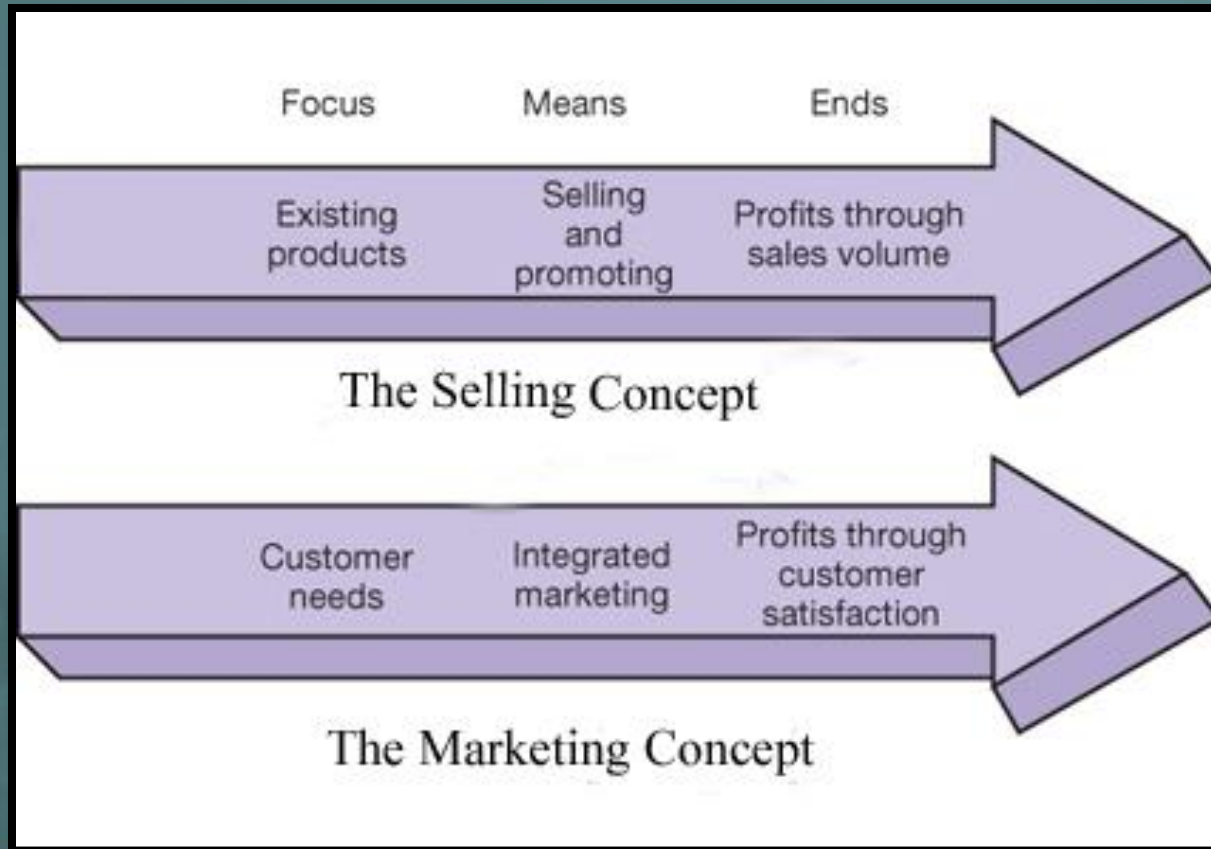
Modern Concepts

Marketing Concept: This is the modern concept of marketing or marketing philosophy. This concept holds that the primary task of a business firm is to study the needs, desires and the preferences of the potential consumers and produce goods which are actually needed by the consumers. When an organization practices the marketing concept, all its activities are directed to satisfy the consumer.

Holistic Marketing Concept: Holistic marketing concept is a new marketing concept. Holistic marketing recognizes that “everything matters” with marketing- and that a broad, integrated perspective is often necessary. There are four components of holistic marketing concept. They are...

- Relationship marketing
- Integrated marketing
- Internal marketing
- Social responsibility marketing

Comparison between Selling and Marketing Concept



Difference between Traditional and Modern Concept

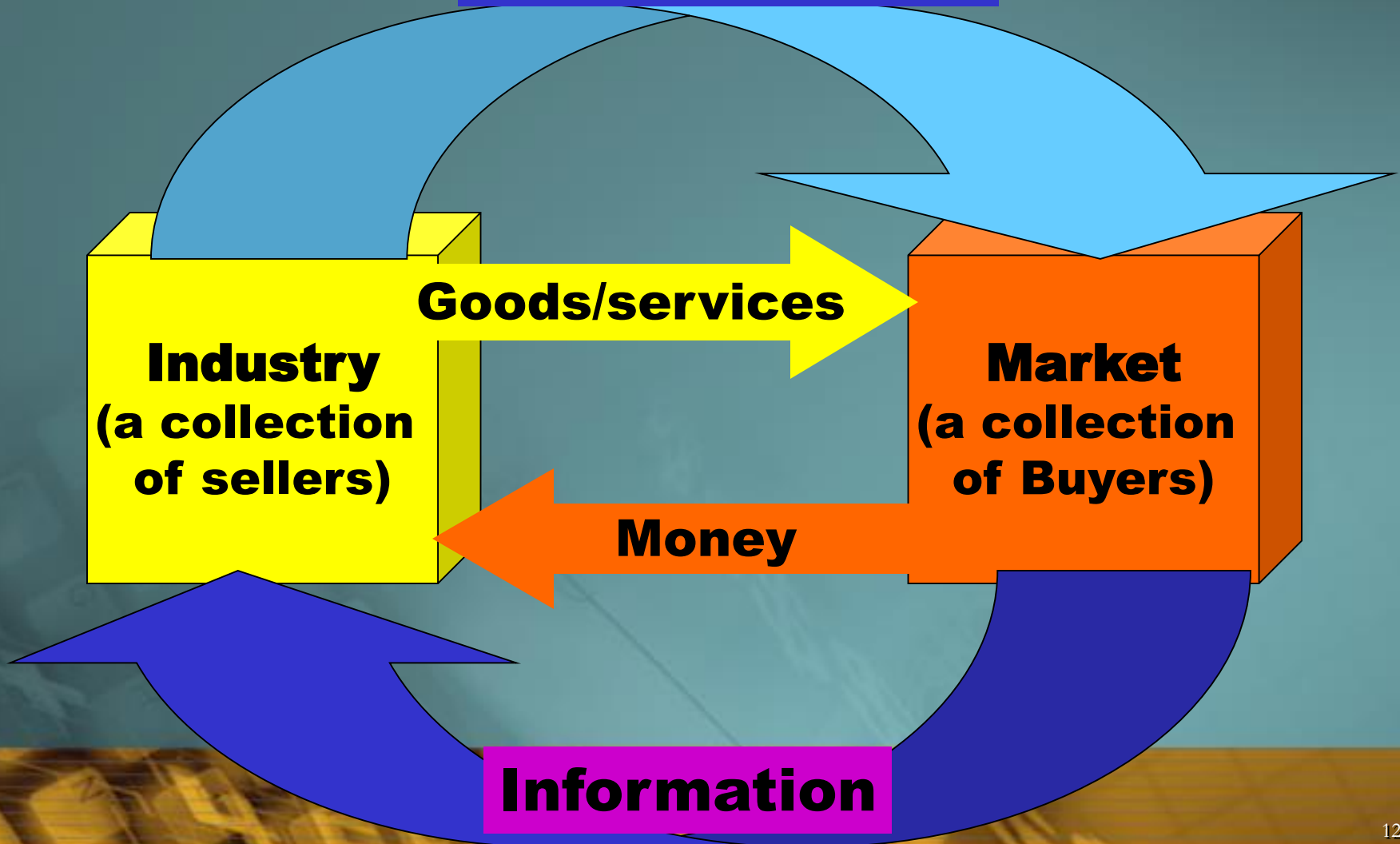
Traditional Concept	Modern Concept
<ol style="list-style-type: none">1. Focus is on product only2. Objective is profit maximisation3. Short-term oriented4. Less promotional activities5. Narrow concept	<ol style="list-style-type: none">1. Focus is on customers' needs and wants2. Objective is customer satisfaction and customer delight3. Long term oriented4. Sustained promotional activities5. Broader concept

Marketing = ?

- Marketing is the sum of all activities that take you to a sales outlet. After that sales takes over.
- Marketing is all about creating a pull, sales is all about push.
- Marketing is all about managing the four P's –
 - product
 - price
 - place
 - promotion

Simple Marketing System

Communication



The 4 Ps & 4Cs



Difference Between - Sales & Marketing ?

Sales

trying to get the customer to want what the company produces

Marketing

trying to get the company produce what the customer wants

Scope – What do we market

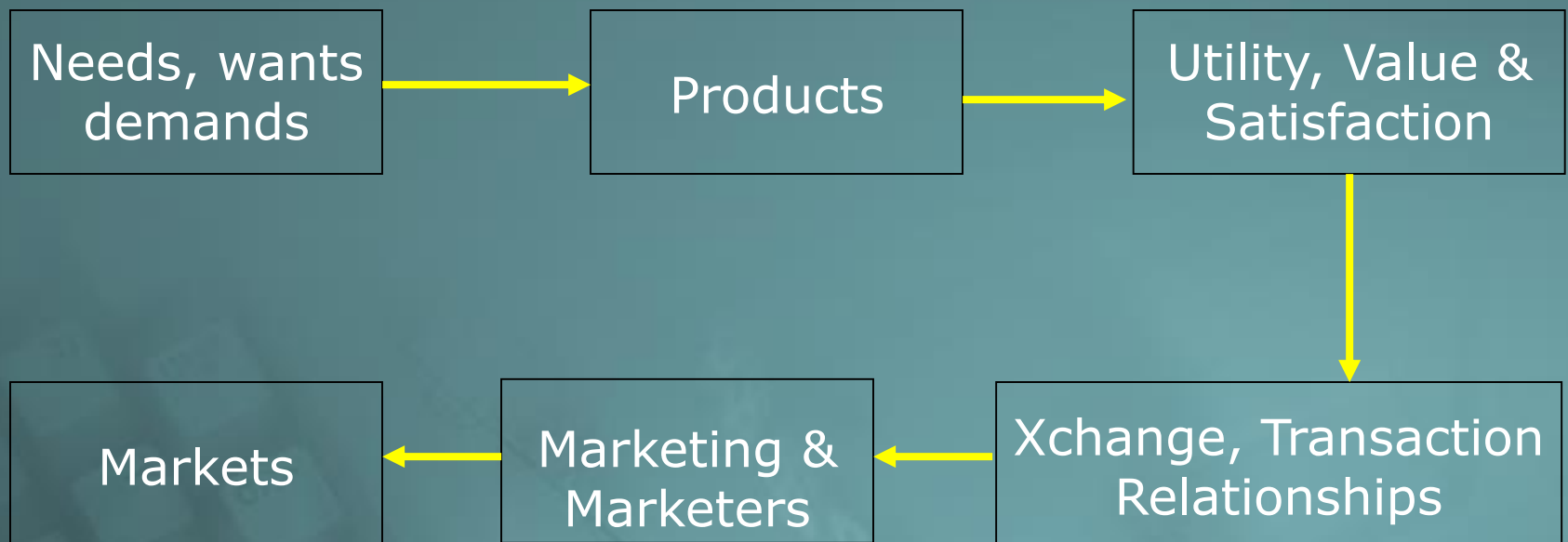
- Goods
- Services
- Events
- Experiences
- Personalities
- Place
- Organizations
- Properties
- Information
- Ideas and concepts

Core Concepts of Marketing

Based on :

- Needs, Wants, Desires / demand
- Products, Utility, Value & Satisfaction
- Exchange, Transactions & Relationships
- Markets, Marketing & Marketers.

Core Concepts of Marketing



Core Concepts of Marketing

- Need – food (is a must)
- Want – Pizza, Burger, French fry's (translation of a need as per our experience)
- Demand – Burger (translation of a want as per our willingness and ability to buy)
- Desire – Have a Burger in a five star hotel

The Marketing Process



Product

Product is

**Anything that is offered to the market for
attention, acquisition, use or consumption that
satisfies a want or a need**

The Marketing Mix

The conventional view of the marketing mix consisted of four components (4 Ps): ***Product, Price, Place/distribution and Promotion.***

Generally acknowledged that this is too narrow today; now includes , ***Processes, Productivity*** [technology] ***People*** [employees], ***Physical evidence***

Marketers today are focused on virtually all aspects of the firm's operations that have the potential to affect the ***relationship*** with customers.