

MARKETING:-

- The action of promoting the goods and services.

1. Marketing meaning.
2. Scope
3. Importance
4. Concepts
5. Marketing v/s Selling
6. Marketing environment
7. Marketing management

- Meaning:-

The action of promoting the goods and services are called Marketing



• Scope Of Marketing:-

1. Study of Consumer Needs and Wants.
2. Branding
3. Packaging
4. Channels of Distribution
5. Pricing Policy
6. Sales Management
7. Promotion.
8. After Sales Service



SCOPE OF MARKETING

1. Study of consumer needs and wants:-

- Goods are produced to satisfy consumer needs.
- Study is done to identify consumer needs and wants.
- These needs and wants motivates consumer to purchase.

2. Branding:-

- Branding of products is adopted by many reputed enterprises to make their product popular.
- Marketing manager has to take decision regarding the branding policy, proceeding and implementation programs.

3. Packaging:-

- Packaging is to provide a container/wrapper to product
- For safety, attraction, easy for use, transportation for product.



4. Channels of distribution:-

- Decision regarding selection of most appropriate channel of distribution
- like wholesaling, retailing is taken by marketing manager.



5. Pricing Policy:-

- Marketer has to determine pricing policies for their products.
- Pricing policies differs from product to product

6. Sales Management:-

- Selling is a part of marketing.
- Marketing is concerned about all the selling activities
- Customer identification, needs, consumer services etc.

7. Promotion:-

- It includes person selling, sales promotion and advertising.
- Right promotion mix is crucial in accomplishment of marketing goals.

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8. After sales service:-

- Marketing covers after sales service given to customers.
- Maintaining good relationship with customers.
- Solving their problems like warranty, repairing etc.

• Importance Of Marketing:-

1. Raising Standard of Living
2. Marketing Creates Employment
3. Source of Income
4. Acts as a basis for Decision Making
5. Acts as a Source of New Ideas
6. Helps to Boosts the Sales
7. Provides quality products

IMPORTANCE OF MARKETING

1. Marketing helps to boosts sales:-

- Marketing utilizes different ways to promote products or services.
- Once a product is advertised, it's already on the Rader and this increases chances of selling,



2. It helps raising standard of living:-

- Community comprises of 3 classes of people i.e rich, middle and poor.
- With the latest marketing techniques even the poorer sections of society have attained a reasonable level of living standards

3. Marketing creates employment:-

- Marketing involves various functions buying, selling, transportation etc.
- In each functions different activities are performed by a large number of bodies.
- Thus, marketing gives employment to many people.

4. Marketing as a source of income:-

- Marketing provides many opportunities to earn profits in the process of buying and selling the goods
- This income profit and income are reinvested in concern, for earning more profits in future.

5. Marketing acts as a source of new ideas:-

- Marketing as an instrument of measurement.
- Gives scope for understanding this new demand pattern and thereby produce the goods accordingly.

6. Marketing acts as a basis for making decisions:

- Middleman fills the gap between producers and consumers.
- And inform producers about specific needs and preferences of consumers
- This helps producers to know what, when, how much to produce and what price to produce.

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7. Marketing provides quality products:-

- Consumers are getting easy access to information about the products available in the market
- It creates moral pressure on business to provide quality goods to consumer.
- Otherwise a negative image created

8. It helps in transfer, exchange and movement of goods:-

- Goods are available to customers through various modes i.e wholesalers and retailers etc.

MARKETING CONCEPTS

- Marketing Concepts:-

Marketing Concepts refers to a general idea which is used by firms to effectively achieve their goals and satisfaction of consumer needs and wants.

• Traditional

1. Exchange
2. Production
3. Product
4. Selling

• Modern

1. Marketing
2. Social Marketing
3. Holistic

Marketing concepts:-

- Divided into two methods:-

1. Traditional marketing
2. Modern marketing

Traditional Marketing

Traditional marketing:-

1. Exchange concept:-

- Under this concept:-
- The exchange of a goods between buyers and sellers was the central idea of marketing

Traditional marketing:-

2. Production concept:-

- It was believed that consumers will prefer goods that are widely available and inexpensive.
- Production concept aims at achieving profit through high production at low cost

Traditional marketing:-

3. Product Concept:-

- Consumers will respond favourably to good product that are reasonably priced.

Traditional marketing:-

4. Selling concept:-

- Consumers will normally not buy enough of the companies products unless they are approached with a substantial sales promotion efforts

Modern Marketing

Modern Marketing:-

1. Marketing concept:-

- The main task of the company is to determine the needs, wants of customers and deliver satisfaction more effectively than its competitors.

Modern Marketing:-

2. Social- Marketing concept:-

- The main task of the company is to generate consumer satisfaction and long run consumer and public welfare as the company goals

Modern Marketing:-

3. Holistic Marketing Concept:-

- It believes everything matters and suggest that marketing must be looked from broad and integrated perspective.

Modern Marketing:-

3. Holistic Marketing Concept:-

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

MARKETING.	SELLING.
<ul style="list-style-type: none"> • The action of promoting the products and services. 	<p>Selling is any transaction in which money is exchanged for a goods.</p>
<ul style="list-style-type: none"> • Long teem business planning 	<ul style="list-style-type: none"> • Short term business planning

<ul style="list-style-type: none"> • Focus on customer needs 	<ul style="list-style-type: none"> • Focus on seller needs
<ul style="list-style-type: none"> • Customer satisfaction with profit oriented 	<ul style="list-style-type: none"> • Sales volume oriented
<ul style="list-style-type: none"> • Marketing consists of product mix, price, promotion and place 	<ul style="list-style-type: none"> • Selling is an integral part of marketing

- Marketing Environment:-

Marketing Environment refers to the external forces or factors that affect the company's ability to develop for maintaining successful relationship with its target customers.

- Marketing Environment:-

1. Micro Environment

2. Macro Environment

MARKETING ENVIRONMENT:-

- Marketing environment refers to the external forces or factors that affect the company's ability to develop or maintain successful relationship with its target customers.

MICRO ENVIRONMENT:-

- It refers to the company's immediate environment. It includes those environmental factors that are in its closely.

MICRO ENVIRONMENT:-

1. Customers
2. Supplier
3. Wholesalers and retailers
4. Competitors

MICRO ENVIRONMENT:-

- It refers to the company's immediate environment. It includes those environmental factors that are in its closely.

MACRO ENVIRONMENT:-

- It refers to those factors which are external factors in the company's activities and do not concern with the immediate environment.

MACRO ENVIRONMENT:-

1. Political and legal factors
2. Economic factors
3. Social factors
4. Technological factors

IMPORTANCE OF MARKETING ENVIRONMENT

1. Understanding customers
2. Tapping trends
3. Threats and opportunities
4. Understanding the competitors

- **Marketing Management:-**

Marketing Management is the organizational discipline which focuses on the practical applications of Marketing orientation, techniques and methods to achieve its objectives.

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1. Analysis market opportunities:-

- Marketing management collects and analysis information related to customers needs, wants, competitors marketing strategies, changing market trends.
- This helps to identify market opportunities.

2. Determination of target market:-

- Marketing management helps to identify the target market that the organisation wishes to offer its product.

3. Planning and decision making:-

- Marketing management helps to prepare future course of action. Planning relates to product identification, diversification.
- Decision making regarding pricing, selection of promotional mix, selection of distribution channel is taken by marketing management.

5. Helps in increasing profit:-

- Marketing caters to the varied and unlimited needs of consumers.
- Marketing management helps to increase profits and sales volume.
- This is achieved by expansion of market and increasing customers.

6. Improvement in quality of life:-

- Marketing management aims at providing innovative products and services to the customers.
- This improves quality of life of consumers.

7. Employment opportunities:-

- Marketing involves various types of work such as Product planning and development, promotion, distribution of product and after sales service to customers.
- So a large number of people required to perform the job.
- Marketing provides employment opportunities.