



Week 14



ensia The National School of
Artificial Intelligence
المدرسة الوطنية العليا للذكاء الاصطناعي

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الجمهورية الجزائرية الديمقراطية الشعبية
وزارة التعليم العالي والبحث العلمي

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المدرسة الوطنية العليا للذكاء الاصطناعي

National High School of Artificial Intelligence

(ENSIA)

Academic Year
2023-2024
[Y2-S1]

YOUR MANAGEMENT COURSE

Introduction to
BUSINESS

Introduction to Business / NHSAI (ENSIA) 2023-2024 / Instructor: Prof. Oukil



Chapter 19

Understanding Marketing Concepts and Strategies



Key Learning Goals

- > *Some definitions and notes;***
- > *CRM: Guerrilla Marketing Strategies;***
- > *CRM: Customers Relationship Mgt.;***
- > *Market research;***
- > *Marketing concept-1;***
- > *Marketing concept-2.***



Definitions & notes:

- **First, what is marketing?**
 - It is the process of delivering desired goods and services to customers.
 - It involves all of the activities associated with **winning and retaining loyal customers**.
 - **Best definition: “Looking at products / services from the customers’ eyes”.**
- Note that a **SOLID** business plan needs to contain **both** a **financial plan** and a **marketing plan**.



Types of Mkt.:

Traditional-marketing: Process of offering and selling products and services at selling points > promotion.

E-marketing:

Process of advertising and selling products and services on the internet, for example, on a company website or by email: For cost and efficiency reasons, personal selling is giving the way to telemarketing, call centres, and e-marketing.

Digital marketing:

Also called **online marketing**, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.



> Guerrilla marketing strategies:

- ▶ GMS are unconventional, low-cost, and creative marketing techniques that allow a small company realise a greater return from its marketing investment than do larger rivals.
- ▶ **Note that GMS do *not* require large amounts of money to be effective – just creativity**
- **Never assume** that a market exists for your company's
- product or service; **prove it**



Relationship Marketing (Customer Relationship Management) “**CRM**”

Involves developing and maintaining good *long-term relationships* with customers so that they will keep coming back to make repeat purchases.



Market research:

Market research is the **process of collecting and analysing data related to the marketplace**. Many companies use market research to collect and assess data about a target market or consumer to better understand their ideal audience. For example, if a company wants to target primarily females in their 20s who make more than DA100,000 a year, they would compile as much data as possible from this particular market and use this data to influence their marketing decision.

Market research has several purposes that include **identifying a potential new market to break into or determining whether launching a new product will be successful with a company's target audience**. Performing market research allows businesses to make informed decisions and use their resources in a way that is most beneficial.



Example

An example of market research is conducting an online search on a particular topic and making note of the most recent data published on that topic. Other examples of secondary market research include:

Reading trade journals



Types of market research:

There are two (2) main types of MR:

1. Primary market research:

- > Survey / direct conduct
- > Interviews
- > Focus group
- > Questionnaire

2. Secondary market research:

- Reading trade and statistics journals.
- Contacting companies and asking them specific questions about a topic.
- Going to a reference library to perform research: studies and reports.



MARKETING CONCEPT -1 -

<https://study.com/academy/lesson/what-is-a-marketing-concept-definition-examples.html>

MARKETING CONCEPT -2-

<https://www.slideserve.com/drew-clay/chapter-2-basic-marketing-concepts>

+ MKT / MGT > Kotler's book



THANK YOU

