



# **Marketing Management**

## **Session**

# Course Overview

## Course Objectives:

**CO1:** To understand the fundamental marketing concepts and the processes that influences the market orientation of a firm.

**CO2:** To understand the role of marketing within the organization

**CO3:** To recognize the importance of marketing in the competitive world

**CO4:** To analyze critically the marketing process and its relationship with the environment within which it operates.

# Resources

## **Text Book:**

- ✓ Kotler Philip, Kevin Lane Keller, Abraham Koshy, Mithileswar Jha; “Marketing Management – A South Asian Perspective”, Pearson Education India Limited, New Delhi, 14th Ed., 2013.

## **Reference Books:**

- Ramaswamy, V.K. & Namakumari; “Marketing Management: Indian Context, MacMillan, 1995, 2nd Ed.

## **Other Resources:**

- The Economic Times: Brand Equity section
- Marketing campaigns in print and Electronic media of various companies
- Marketing White Book

# Content Structure

## **Understanding Marketing Management**

- Defining Marketing for 21<sup>st</sup> Century
- Developing Marketing Strategies and Plans

## **Assessing market opportunities and customer value**

- Scanning the Environment, Conducting Marketing Research and Forecasting Demand
- Creating customer value and customer relationships
- Analyzing consumer markets
- Analyzing Business Markets

# Content Structure

## **Choosing Value**

- Identifying Market Segments and Targets
- Competitive Dynamics
- Crafting the Brand position
- Creating Brand Equity

## **Designing Value**

- Setting Product strategy
- Designing and managing services
- Developing Pricing strategies and Programs

# Content Structure

## **Delivering value**

- Designing and Managing Integrated Marketing Channels
- Managing Retailing, Wholesaling and Logistics

## **Communicating Value**

- Designing and Managing Integrated Marketing Communications
- Managing Mass Communications
- Managing Personal Communications

# Learning Outcomes

On successful completion of this course, it is hoped that the participants will be able to critically analyze and intelligently draw inferences about the marketing strategies and tactics of organizations.

# Evaluation Scheme

Component	Type	Weight
Minor-I	Closed Book	10%
Minor-II	Closed Book	15%
Major	Closed Book	45%
Project	Presentation & Submission	15%
Case Studies & Simulations	Presentation & Submission	15%



# Experiential Learning

## Project based approach:

- A group of 3 students will select a ***fictional product or service*** that they would like to bring to market.
- The group then become the class experts on the product, the company, and the industry in which it operates.
- Students are encouraged to look up articles about that industry in Business Magazines, Business Journals, Business News articles in newspapers, company press releases, Media and Advertisement and communication websites.

# Experiential Learning

- The students should use the Kotler text as guides for the project and will work through the course work to formulate the full marketing plan. The course work will provide the basis for either presentations and/or a paper that analyzes and evaluates the marketing program of the chosen product. Your effort will be graded based on the following criteria:
  - Use of analytical marketing concepts learnt in the course to analyze the company and its products.
  - Degree to which information was sought and attained.
  - Quality of critique of company's marketing program.
  - Quality of suggestions for future marketing.
  - Quality of writing

# Important Requirement

***Most Important is Your Active Participation Which Will Make You Learn in a Better Manner.***

# Instructor Details

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# Questions for You

- ✓ What is your perspective on marketing?
- ✓ What is your role in your organization?
- ✓ How your organization does marketing?

# Session Objectives

- Importance of Marketing
- Scope of Marketing
- Fundamental Marketing Concepts
- Changed Scenario of Marketing
- Tasks Necessary for Successful Marketing

# Introduction

- Humanistic in nature
- First newspaper ad appeared in 1652
- First brand on commodity
- 1900-1910 marketing text books appeared
- Marketing books have originally been given by...

# Companies started adding marketing as a department

- Conduct consumer research
- Finding leads
- Prepare brochure and promotions

## **Job opportunities that lie in today's environment**

- CMO (Initially VP Marketing)
- Brand Managers
- Category Managers
- Market segment Managers
- Distribution channel managers
- Pricing , marketing communication, database, Internet and social media, direct marketers



# Introduction

## Different Types of CEO:

- CEO (1P)
- CEO (4P) Marketing Plan
- CEO(STP)
- CEO(ME) Customer is a starting point

***Customer Vs. Consumer***

# SEC

	Items owned / have access at home	Circle	Tick
1a	Electricity Connection	01	✓
	Ceiling Fan	02	✓
	LPG Stove	03	✓
	Two Wheeler	04	✓
	Colour TV	05	✓
	Refrigerator	06	✓
	Washing Machine	07	
	Personal Computer/ Laptop	08	
	Car/Jeep/Van	09	✓
	Air Conditioner	10	
1b	Agricultural Land	11	✓
	NUMBER OF STANDARD 11 OWNED		8

# SEC

No. of Durables (TRANSFER FROM Q1)	Chief Earner: Education (Q2)						
	Illiterate	Literate but no formal schooling/ School- Upto 4 years	School- 5 to 9 years	SSC/ HSC	Some College (incl a Diploma) but not Grad	Graduate/ Post Graduate: General	Graduate/ Post Graduate: Professional
	1	2	3	4	5	6	7
None	E3	E2	E2	E2	E2	E1	D2
1	E2	E1	E1	E1	D2	D2	D2
2	E1	E1	D2	D2	D1	D1	D1
3	D2	D2	D1	D1	C2	C2	C2
4	D1	C2	C2	C1	C1	B2	B2
5	C2	C1	C1	B2	B1	B1	B1
6	C1	B2	B2	B1	A3	A3	A3
7	C1	B1	B1	A3	A3	A2	A2
8	B1	A3	A3	A3	A2	A2	A2
9+	B1	A3	A3	A2	A2	A1	A1

# Defining Marketing for the 21<sup>st</sup> Century

## **Importance of Marketing:**

- Relation to operations, finance, HR and other business functions
- CEO and CMO
- Major challenges revealed from a research study:
  - Sustained and steady top line growth
  - Customer loyalty/retention
- Even market leaders facing the challenging environment
- Marketing managers have to consider 4 P's
- Avoid short term sales orientation and think for long term skillful marketing

(Case 1: Xerox)

(Case 2: Nirma Washing Powder, Karsan Bhai Patel)

# Scope of Marketing

## **What is marketing?**

- AMA Definition: It is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

**“Meeting needs profitably.”**

# Scope of Marketing (contd.)

- Social and managerial aspects of marketing
- Selling is only the tip of the marketing iceberg
- The art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value is marketing management.
- Success of companies because of timely availability of products/services: Apple, Sony



# Case

## TATA Motors ACE Success Story:

- Dominance of 3-wheelers
- Using already manufactured parts
- Small is Big
- Big on Technology. Small in size.
- 15-20% high price tag
- Tata certified service points
- Launched in Sri Lanka and Nepal
- Tata Ace to come in a new avatar
- Crosses 1-million-milestone in approx. 2 years



The Ace platform since the launch in 2005 has so far rolled out 15 variants, based on engine type, engine power and body configurations.

# What is marketed

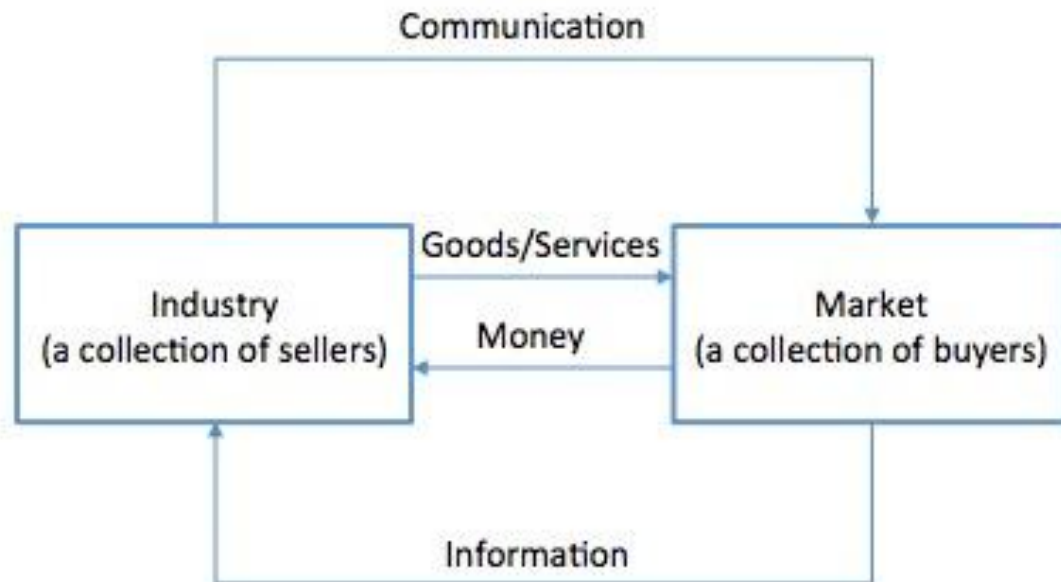
- Goods
- Services
- Events
- Experiences
- Persons
- Places
- Properties
- Organizations (Philips: Sense and Simplicity)
- Information (Siemens medical systems)
- Ideas



# Who markets

- Marketers and prospects
- Responsibility of Demand Management

# A Simple Marketing System



# Key Customer Markets

- Consumer Markets
  - Business Markets
  - Global Markets
  - Non profit and Governmental Markets
- 
- MARKETPLACES
  - MARKET SPACES
  - METAMARKETS
- 
- Rural Marketing: South Asia

# Marketing in Practice

- ✓ Interdepartmental coordinated effort
- ✓ Holistic assignment

## **Key functions of CMO:**

- Strengthening the brands
- Measuring marketing effectiveness
- Customer need based new product development
- Gathering meaningful customer insights
- Utilizing new marketing technology

# Core Marketing Concepts

- **Needs, wants and demands**
  - Stated needs
  - Real needs
  - Unstated needs
  - Delight needs
  - Secret needs
  
- **Target markets, positioning and segmentation**
  - Demographic, psychographic and behavioral differences (Case: Bangladesh Grameen Bank)

# Core Marketing Concepts (contd.)

- **Offerings and brands**
  - Value proposition
  - Strong, favorable and unique
  - McDonalds
- **Value and satisfaction**
  - QSP (Customer value triad)
- **Marketing channels**
  - Communication channels
  - Distribution channels
  - Service channels

# Core Marketing Concepts (contd.)

## ■ **Supply chain**

- Value sharing
- Expanding upstream and downstream

## ■ **Competition**

- Substitute and rival products consideration

## ■ **Marketing environment**

- Task environment
- Broad environment

# The New Marketing Realities: Major Societal Forces

- **Network information technology**
  - Industrial age to information age
- **Globalization**
  - Technological advances in shipping, transportation and communication
- **Deregulation**
  - Indian domestic airlines
- **Privatization**
  - British airways and British telecom (UK)
- **Heightened Competition**
  - Extension in related product categories
- **Industry Convergence**
  - Computing and consumer electronics



# The New Marketing Realities: Major Societal Forces (contd.)

- **Consumer resistance**
- **Retail transformation**
  - Category killers
- **Disintermediation & Reintermediation**
  - Amazon, eBay
  - Pre clicks vs. brick and click

# The New Marketing Realities: New Consumer Capabilities

- **Substantial increase in buying power**
  - Price and product attributes; reverse auction
- **Greater variety of available goods and services**
  - Amazon.com
- **Great amount of information about practically anything**
  - Newspapers; ratings; consumer reports
- **Greater ease in interacting, placing and receiving orders**
  - 24\*7
- **Ability to compare notes on products and services**
  - Social networking sites; Compareindia.com, Mouthshut.com
- **Amplified voice to influence peer and public opinion**
  - Case of KFC and Kryptonite

# The New Marketing Realities: New Company Capabilities

## **Use of internet as a:**

- Powerful information and sales channel
- Research
- Speedy internal and external communication
- Target marketing and two way communication
- Tailored advertisements
- Mobile marketing
- Differentiation (BMW)
- Blogs for communicating employees, customers and public
- Improvement in purchasing, recruiting and training

# The New Marketing Realities: New Company Capabilities (contd.)

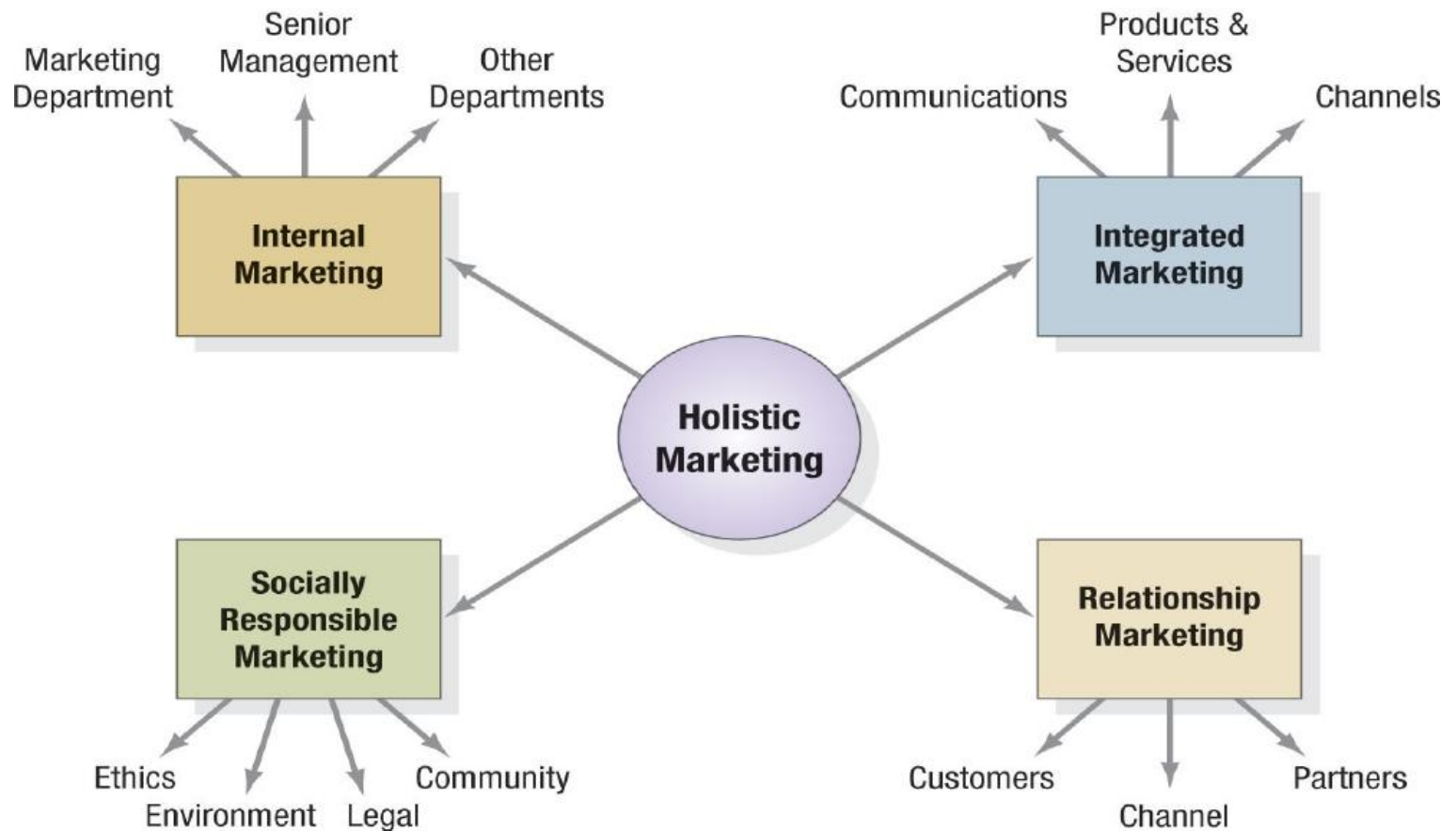
- Substantial saving for corporate buyers
- Online recruitment

# Company Orientation toward the Marketplace

- The Production Concept (Lenovo and Haier in China)
- The Product Concept
- The Selling Concept (make and sell)
- The Marketing Concept (sense and respond)
  - Reactive and proactive marketing orientation

*Marketing landscape has been completely changed and being very dynamic.*

# Holistic Marketing Dimensions



# The Holistic Marketing Concept

## ■ Relationship marketing

- Customers
- Employees
- Marketing Partners
- Members of financial community
- ✓ Marketing Network
- ✓ Customer lifetime value
- ✓ Customer retention
- ✓ Cross-selling & up-selling

**R:C:P**  
**80:20:120**  
**20:80:20**

## ■ Integrated Marketing

- 4 P's as solution, value, information and access
- Coordinate to maximize joint effects
  - Integrated communication

**4 A's**

# Integrated Marketing





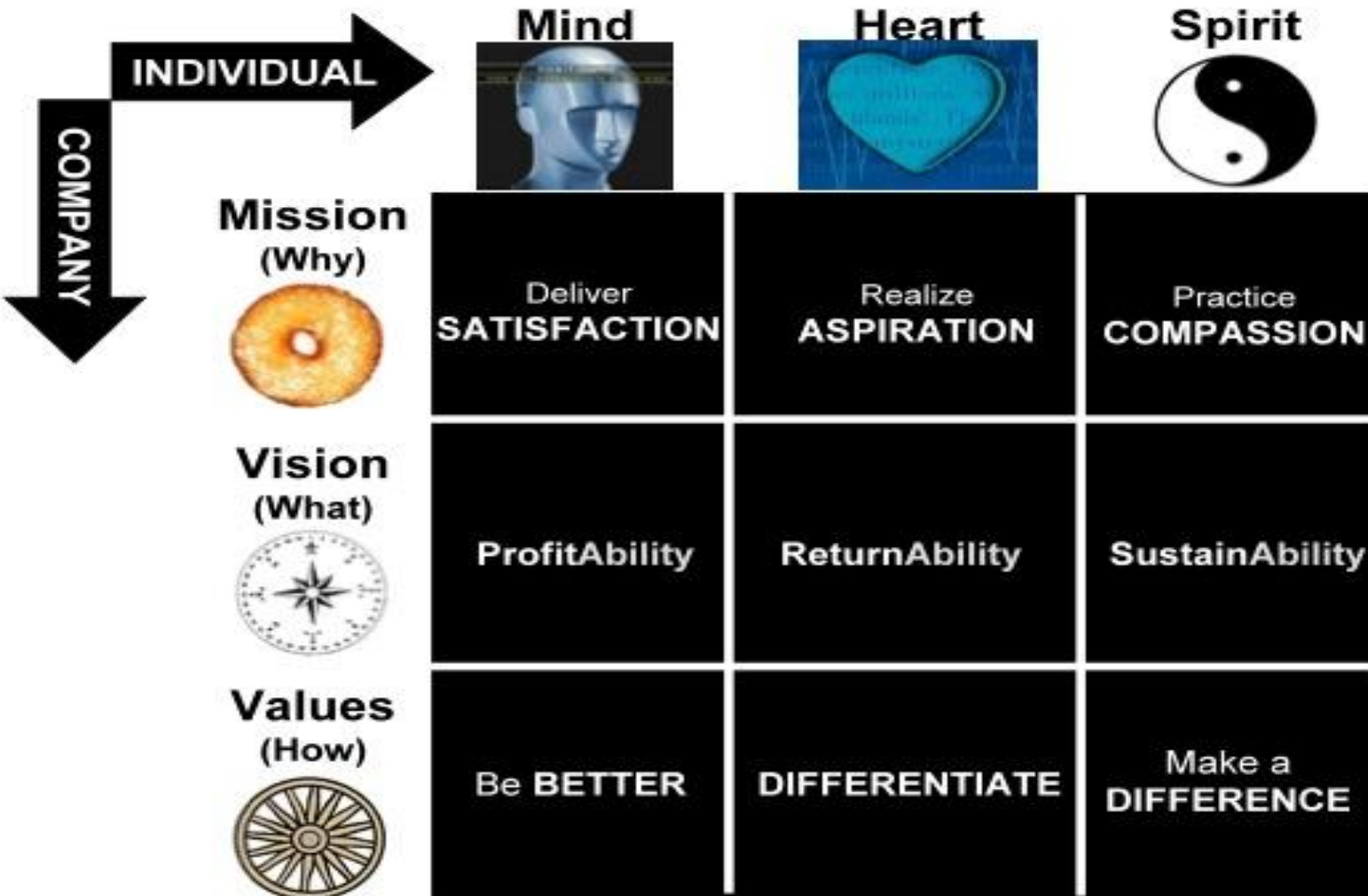
# The Holistic Marketing Concept (contd.)

- **Internal marketing**
- **Performance marketing**
  - Sales revenue, brand and customer equity, ethics, environment, legal, community
  - Financial accountability
  - Social responsibility marketing
    - HP; Ben and Jerry's environmental and social audit

# Marketing Management Tasks

- Developing marketing strategies and plans
- Capturing marketing insights
- Connecting with customers
- Building strong brands
- Shaping the market offerings
- Delivering value
- Communicating value
- Creating long-term growth

# Transition In Marketing



Name the  
company you  
will miss if it  
disappears  
*Create a love  
affair*

# Insights

- Company promises the profit for now and for future too
- Fortune 500 list
- Delivering value and competition
- Which organization comes to your mind as the best one in 80's and made a loss in 1993 (IBM)
- Future of the firm depends on delivering customer value
- B&N vs. Amazon
- What to do for delivering customers value:
  - Everybody's business
- *What makes you successful today may lead to failure tomorrow*

**Shift in customer  
values**

# Principles of marketing

- **Selectivity and concentration**
  - Samsung withdrawing from low-end commodity oriented channels
  - Nestle (1500 to 400 brands)
  - Vasan eye care initially as general healthcare clinic in 2001
- **Customer Value**
  - Dell platinum council
- **Differential advantage**
  - Apple is not for all
  - Customization: Dell
- **Integration**
  - New York Magazine new-subscriber promotion
  - Coordination
  - Guest historians

**Apple  
Advertisement**

# Lack of Coordination

**Consultant:** how come you are so interested in sales forecasting?

**Company official:** Well, I have a sales forecasting department, and since you were here, I thought I might learn something.

**Consultant:** That's fine but tell me what's your position in the firm?

**Company official:** Production director

**Consultant:** Oh, that's little unusual. I would have though the sales forecasting department might have been in marketing or in sales.

**Company official:** Sure, they have one too. But we cant believe a word they say, so we have to have our own.



## marketing **Memo**

### **Marketers' Frequently Asked Questions**

1. How can we spot and choose the right market segment(s)?
2. How can we differentiate our offerings?
3. How should we respond to customers who buy on price?
4. How can we compete against lower-cost, lower-price competitors?
5. How far can we go in customizing our offering for each customer?
6. How can we grow our business?
7. How can we build stronger brands?
8. How can we reduce the cost of customer acquisition?
9. How can we keep our customers loyal longer?
10. How can we tell which customers are more important?
11. How can we measure the payback from advertising, sales promotion, and public relations?
12. How can we improve sales force productivity?
13. How can we establish multiple channels and yet manage channel conflict?
14. How can we get the other company departments to be more customer-oriented?

# Power of Modern Technologies

- Domino's When two employees in Conover, North Carolina, posted a YouTube video showing themselves preparing sandwiches while putting cheese up their noses and violating other health-code standards, Domino's learned an important lesson about PR and brand communications in a modern era.
- Once it found the employees—who claimed the video was just a gag and the sandwiches were never delivered—the company fired them.
- In just a few days, however, there had been more than a million downloads of the video and a wave of negative publicity. When research showed that perception of quality for the brand had turned from positive to negative in that short time, the firm aggressively took action through social media such as Twitter, YouTube, and others.





# Case: Allrecipes.com



- Allrecipes.com has cooked up a winning online formula by blending recipes posted by individuals with those provided by corporations promoting their own products like Kraft cheese or Campbell's Soup.
- After almost a 50 percent increase in site visits and unique visitors in 2009, the Web site overtook the Food Network's recipe site as the market leader.
- With tens of thousands of posted recipes, it thrives on people's willingness to share recipes and the satisfaction they feel if their recipe becomes popular with others.
- The viral nature of the site's success is obvious—it doesn't spend any money on advertising! Users tend to think of it as "their" site—not something with a big company behind it.

# Case: Heinz Customization

- Companies are increasingly allowing customers to customize their products, such as with personalized messages on the front labels of Heinz ketchup bottles.



# Case: Royal Bank of Canada

- Thinking of its business in terms of customer segments rather than product segments, Royal Bank of Canada (RBC) has put each of its roughly 11 million clients into meaningful segments whose profitability it can measure.
- In the process, it discovered a sizable sub-segment of customers hidden within its broader categories of “wealth preservers” and “wealth accumulators.” Dubbed “snowbirds,” these individuals spent a number of months each winter in Florida, where they were experiencing difficulties establishing credit as well as missing their Canadian communities, particularly the familiarity of the French-Canadian accent and fluency in French.
- To meet their unique needs, RBC created a Canadian banking experience in Florida





# **Developing Marketing Strategies & Plans**

# Questions for You

- ✓ What is your understanding about marketing strategies?
- ✓ Are you aware of the marketing strategies followed in your organization?

# Session Objectives

- ✓ How does marketing affect customer value?
- ✓ How is strategic planning carried out at different levels of the organization?
- ✓ What does a marketing plan include?

# Developing Marketing Strategies and Plans

- Marketing and customer value

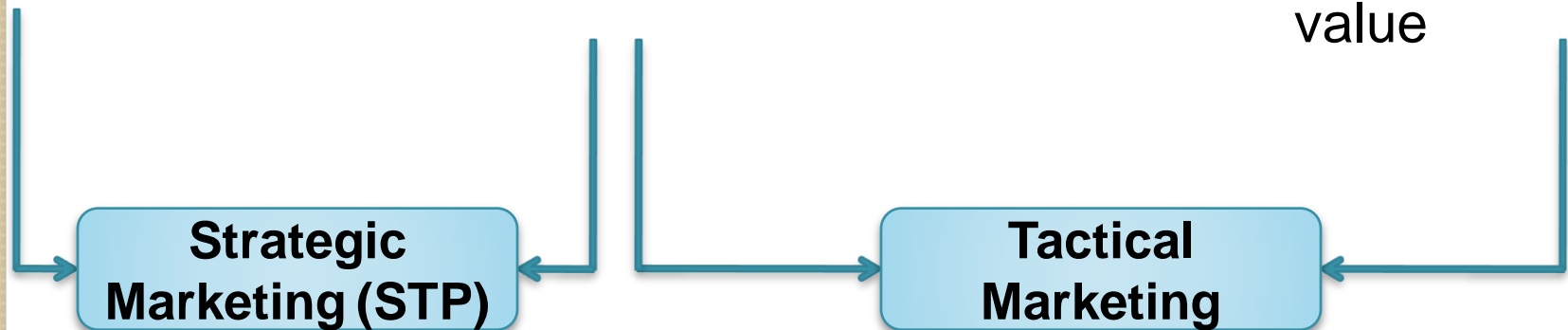
- The Value Delivery Process

1) Traditional view of marketing (Shortage of goods)

Make the Product → Sell the Product

2) Value creation and delivery sequence (more choices)

Choose value → Provide value → Communicate value



**Case: Nike**

# Developing Marketing Strategies and Plans

## 3 V's Approach:

- ✓ Value Segment
- ✓ Value Proposition
- ✓ Value Network

Marketing is nothing but a combination of:

- Defining value
- Developing value
- Delivering value

***Mantra of Marketing***  
***Product Management,***  
***Brand Management,***  
***Customer Management***



# The Value Chain (Porter)

## Primary Activities

- Inbound logistics
- Operations
- Outbound logistics
- Marketing and sales
- Service

## Support Activities

- Firm infrastructure
- Technology development
- Human resource management
- Procurement

- Cost performance analysis and ways for improvement
- Benchmarking
- Case: Cisco System

# Core Business Processes

- **Market-sensing process**
  - Gathering, Disseminating & Acting
- **New-offering realization process**
  - Researching, Developing, Launching & Budgetary Consideration
- **Customer acquisition process**
  - Defining and Prospecting
- **Customer relationship management process**
- **Fulfillment management process**
  - Receiving, Approving, Shipping & Payment

# Core Competencies

- Reengineering work flows
- Supply chain management
- Traditional vs. modern view of owning resources

## **Important features**

- Source of competitive advantage
- Applications in a wide variety of market
- Imitation difficulty

## **Case: Nike**

- Competitive Advantage vs. Core Competencies

## **Case: Netflix**

**Business realignment may be a key for maximizing core competencies.** (Business Concept, Scope & Brand Identity)

# Marketing Plan

- Practicalities
- Vision/Mission
- SWOT Analysis
- Competitor Analysis
- Customer Analysis
- Marketing mix
- Implementation
- Budgeting
- Monitoring and evaluation

# *Start with the end in mind*

## (Business Plan vs. Marketing Plan)

- **Corporate objectives**
  - 25% growth (revenue) in each of the next five years
- **Marketing objectives**
  - Increase Rajasthan and Maharashtra Market share by 35%
  - Grow average customer spend by 15%
- **Marketing strategies**
  - Refocus product range on high margin items
  - Introduce CRM systems
- **Marketing Tactics**
  - Improve supplier agreements
  - Conduct SEO
  - Conduct advertising campaign online

# Where are You Going

## **Vision**

- Be a leading player by 2020 by having X number of stores and employees

## **Mission**

- Achieving a turnover of Y with Y% profitability by 2020

## **How are you going to get there**

- New Marketing campaigns
- Complementary organizations support
- PR activities
- Educational events
- Social media
- Blogs etc.

# Where You Are

## **Current performance and situation**

### **How well you are performing**

- Competitor analysis, financial analysis, what's contributing towards success/failure

### **What needs to change**

- What's holding you back

# SWOT Analysis

## **Strengths:**

- Reputation/Image
- Market share
- Communication effectiveness

## **Weaknesses:**

- Cash flow
- Lack of Skilled workforce
- Employee motivation

## **Opportunities:**

- Global presence
- Technological development

**Threats:** Global competition, currency



# Market analysis

- The Indian automobile market is valued at X Million Rupees
- Growing at X% per annum
- X number of companies in India
- Breakdown of products/services existing players offer

# Competitor analysis

- Major competitors
- Customers of competitors
- Customers thinking
- What do they charge
- How do they position themselves
- What is their USP

## What should I do:

- Website research
- Social media
- Set up channels to listen them on a regular basis

You get fresh, hot pizza  
delivered to your door  
in 30 minutes or less  
or it's free.

**Domino's  
Pizza**

# Customer Analysis

## **Figuring out the target customers and getting insights of existing customers**

- Who are they
- Geographical pattern
- What do they buy from you
- How much they spend
- Lifetime value
- Duration of stay with you
- Why do you lose customers
- How did they find you
- What marketing methods work for them

# Customer Analysis

- Build customer storyboards/ customer “Personas”
- **KEY QUESTIONS:**
  - How many different personas you have
  - Age groups
  - Where do they shop
  - What do they do
  - What do they look alike
  - Names
  - Where do they spend their time (media preferences)
  - How do they spend their leisure time

# Customer Insights

- What problems they have
- What solution you can offer
- How you will convince to buy your brand
- How you make their life easier (TAM Model)
- How can you make the solution unique
- USP

***The better you understand your market the more targeted your marketing can be.***

# Marketing objectives

- Specific
- Measurable
- Attainable
- Relevant
- Time bound (eBay)

# Example

- Increase the number of leads to 50 per month within 6 months
- Convert 25% of leads into new customers
- Increase the average spend by X%
- Increase the number of transactions from 2 to 4 per annum in coming one year

Existing customers	<ul style="list-style-type: none"><li>•New business development</li><li>•Nurture activity</li><li>•Repeat business</li><li>•Positive word of moth/advocacy</li></ul>
New customers	New business development

# Mixing your marketing mix

- Google adwords
- Facebook
- Social media
- Email
- Google hangouts
- Leaflets
- Press
- Seminars
- Telesales



# Marketing planning

Activity	Description	Target audience	Size of audience	Frequency of activity	Timeline

# Other considerations

## **Budget and financial implications**

- Materials/resources
- ROI

## **Organizational implications**

- People/expansion
- Suppliers
- Resourced effectively

## **Tracking activities**

- Google alerts
- Tracking codes
- Social network analytics
- Website analytics

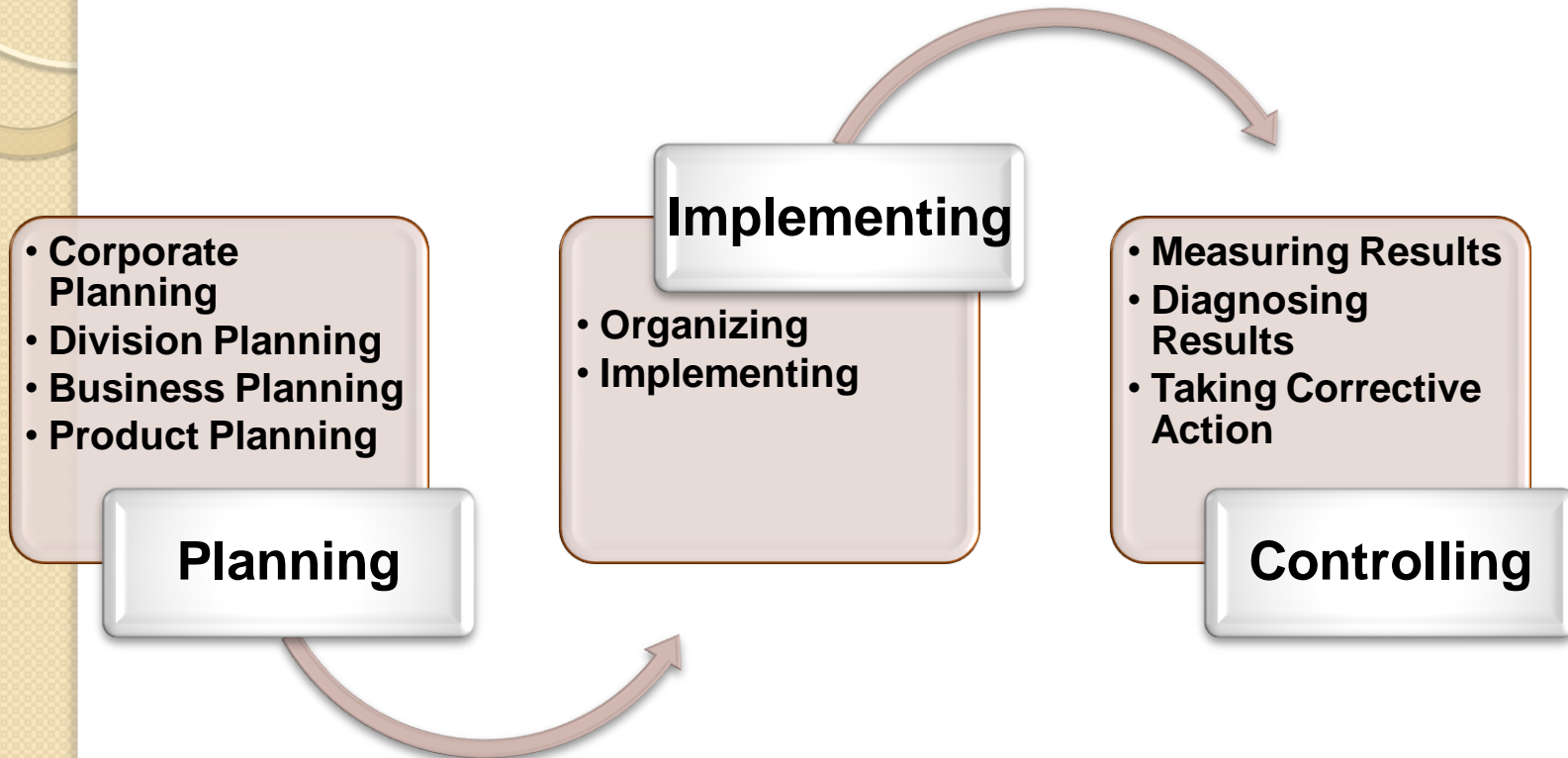


**Test &  
Learn**

# Actions

- Write down your goals
- Do analysis
  - SWOT
  - Customer
  - Competitor
- Build a picture of your marketing positioning
  - USP
  - Personas to target
- Figure out which channels will workout for your audience
- Figure out marketing messages (A/B testing)
- Action plans for each audience

# Corporate and Division Strategic Planning



# Defining corporate mission



## Characteristics

- Focusing limited goals
- Stressing company's major policies and values
- Operations in major competitive spheres (industry, products and applications, competence, market segment, vertical and geographical)
- Long-term view
- Short, memorable and meaningful
- Google

# Establishing strategic business units (SBUs)



- Product definition to market definition of business
  - Xerox, Encyclopedia Britannica
- Target Market Definition Vs. Strategic Market Definition (Water Bottles Market)

## Characteristics of SBUs

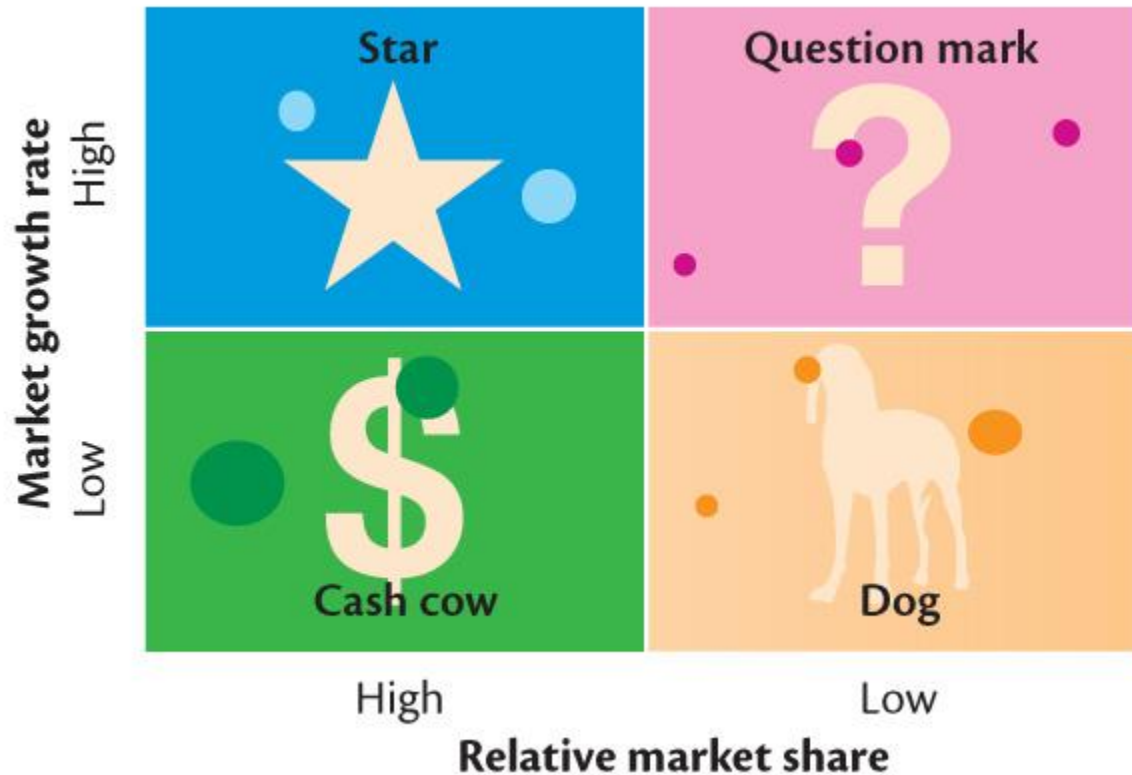
- Single business/collection of related businesses that can be planned separately from the rest of the company
- Own set of competitors
- Has a manager responsible for strategic planning and performance and controls factors affecting profit

# Assigning resources to each SBUs



- Fixing criteria
- BCG growth-share matrix
- Shareholder value analysis

# BCG growth-share matrix

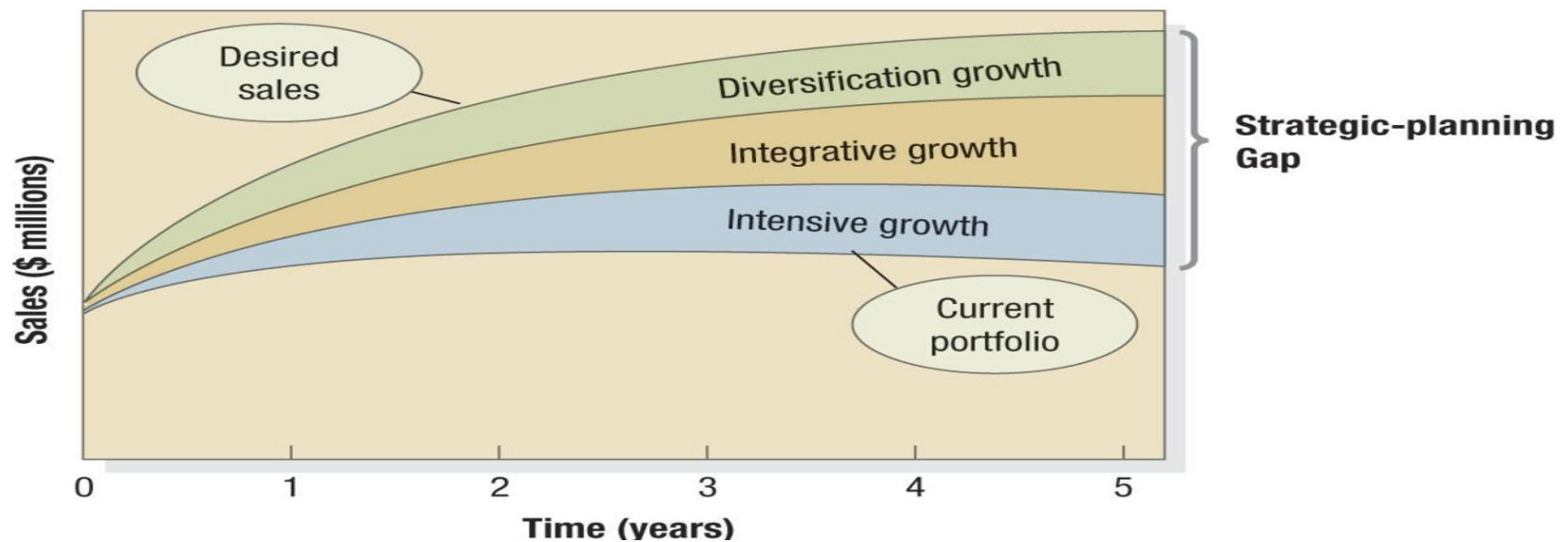




# Assessing Growth Opportunities



## The Strategic Planning Gap

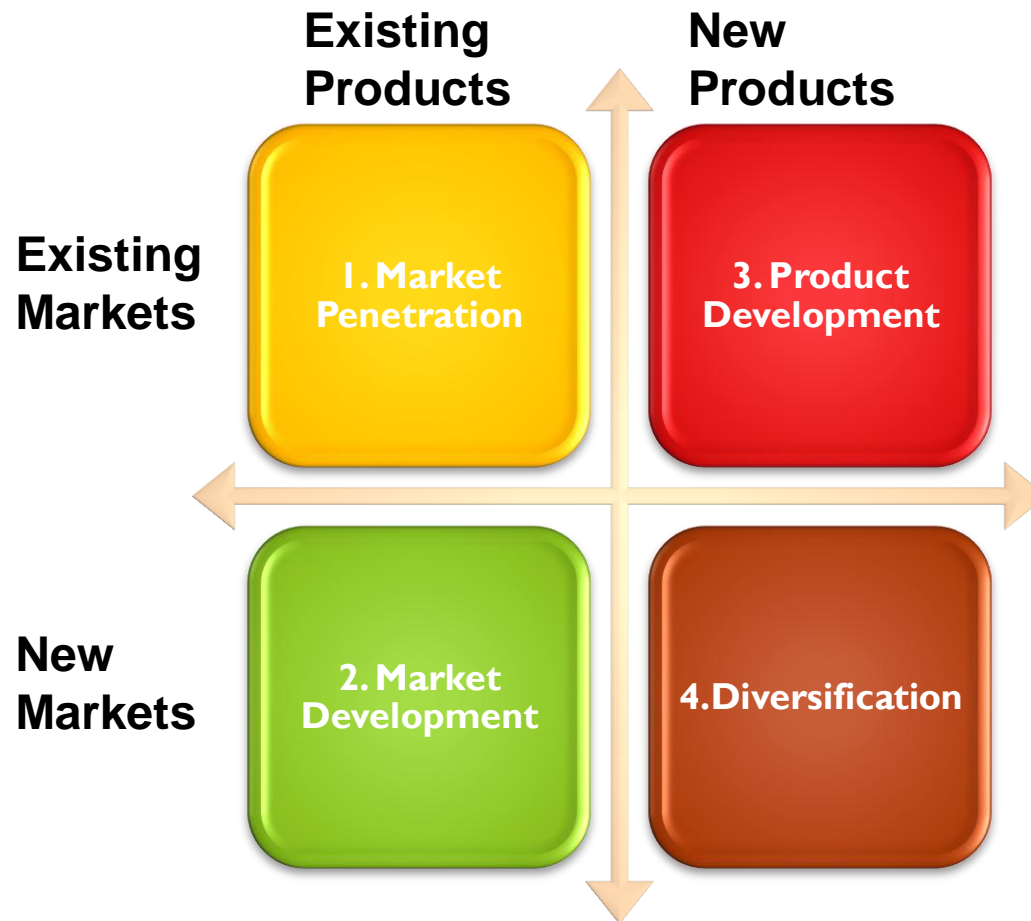


# Assessing growth opportunities



- Intensive Growth (Ansoff's matrix)
- Integrative Growth (backward, forward and horizontal integration)
- Diversification Growth (concentric, horizontal and conglomerate)
- Downsizing and Divesting older Businesses

# Intensive Growth (Ansoff's matrix)



# Organization and organizational culture



- Structures
- Policies
- Corporate culture
- ✓ Promoting customer centric culture  
e.g. Blackberry

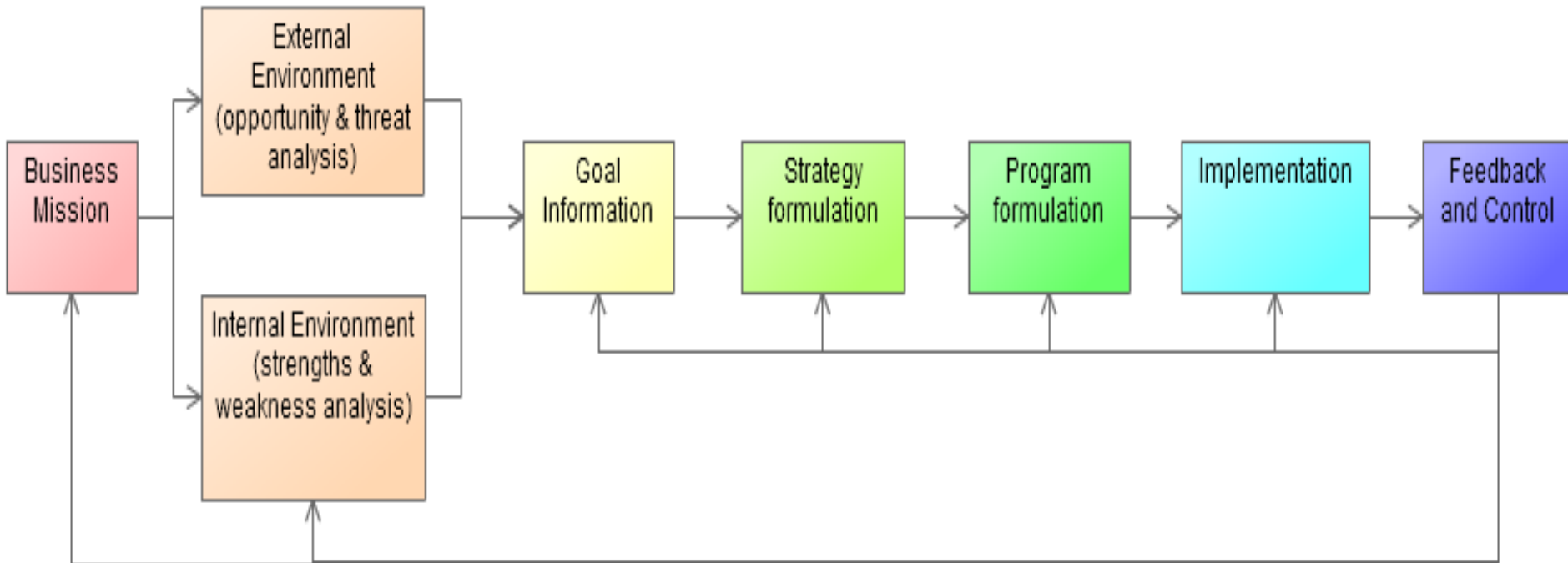
## Marketing Innovation:

- Senior management responsibility to generate ideas
- Categories of employees
- Aims for quick hits first; Testing & Feedback

# Business unit strategic planning process



## The Business Unit Strategic-Planning Process



# Business unit strategic planning



- **Business mission**
- **SWOT Analysis**
  - Opportunities (Industry Convergence; Convenient Buying Process; Information & Analysis; Customization; Faster Delivery; Much Lower Price)
- **Goal formulation**
  - Hierarchy
  - Quantitative
  - Realistic
  - Consistent

# Business unit strategic planning (contd.)



- Strategic formulation
- Porter's generic strategies
  - Overall cost leadership
  - Differentiation
  - Focus
- Strategic alliances
  - Product/service alliances
  - Promotional alliances
  - Logistic alliances
  - Pricing collaborations
- ✓ PRM

# Business unit strategic planning (contd.)



- Program formulation and implementation
  - ABC Accounting
  - Relation b/w high level of employee satisfaction and stakeholders satisfaction
  - McKinsey 7S framework
    - Strategy, Structure & Systems (Hardware)
    - Style, Skills, Staff & Shared Values (Software)
- Feedback and control



# Nature and contents of marketing plan



- Executive summary and table of contents
  - Goals and Recommendations
- Situation analysis
  - Past data, Trends and SWOT
- Marketing strategy
- Financial projections
  - Sales Forecast, Expense Forecast & Breakeven Analysis
- Implementation controls
  - Monthly/Quarterly Review
  - Contingency Plans

## BITS Pilani, Pilani Campus

# Questions for You



- ✓ What is your perspective on environmental scanning?
- ✓ How your organization collect information?
- ✓ Are you aware of SWOT analysis?
- ✓ If so, how you will make different matrices?

# Session Objectives



- Components of a modern marketing information system.
- What are useful Internal records?
- What is involved in Marketing intelligence system?
- Key methods for tracking and identifying opportunities in the macro environment.
- Important macro environment development

# Components of a Modern Marketing Information System



## Major issues

- Developing and implementation marketing plans
- Marketing environment of south Asia
  - ✓ Mahindra
- Micro and macro environmental trends
- Major responsibility to marketers
  - Disciplined methods of data collection
  - Time spent

## Current Scenario

- Diversified consumption patterns
- Country and statewide differences

**Economic Slowdown of 2008-09**