

MARKETING MANAGEMENT

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What is Marketing?

- Marketing 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.

What is Marketing Management?

- 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.

What is Marketed?

- Goods
- Services
- Events
- Experiences
- Persons
- Places
- Properties
- Organizations
- Information
- Ideas

Demand States

- Negative
- Non existent
- Latent
- Declining
- Irregular
- Unwholesome
- Full
- Overfull

Key Customer Markets

- Consumer markets
- Business markets
- Global markets
- Nonprofit/Government markets

The marketplace isn't what it used to be....

- Changing technology
- Globalization
- Deregulation
- Privatization
- Empowerment
- Customization
- Convergence
- Disintermediation

Company Orientations

- Production
- Product
- Selling
- Marketing

Marketing Mix and the Customer

Four Ps

- Product
- Price
- Place
- Promotion

Four Cs

- Customer solution
- Customer cost
- Convenience
- Communication

Core Concepts

- Needs, wants, and demands
- Target markets, positioning, segmentation
- Offerings and brands
- Value and satisfaction
- Marketing channels
- Supply chain
- Competition
- Marketing environment
- Marketing planning

I want it, I need it.....

5 Types of Needs

- Stated needs
- Real needs
- Unstated needs
- Delight needs
- Secret needs

Marketing Management Tasks

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

Thank you
