

CHAPTER 1

- ☐ LO1 Define the Role Marketing, Core Concepts
- ☐ LO2 Descr. how marketers create value for a product/service
- ☐ LO3 Summarize 4 orientations of marketing
- ☐ LO4 Importance of Marketing in/out of firm

What is marketing?

presenting P/S in a way that build customer relationships
↳ to create value for products/services

Building Value

- Build / Maintain customer loyalty
- Distinguish from competitors
- Customer Appeal

Value is how much the customer gets from what they gave up

CORE ASPECTS OF MARKETING

Satisfying customer needs vs wants

NEED: basic necessities (i.e food, transportation)
Want: how to fulfil the need (kind of food)
(consumer behaviour)

Marketing Exchange

Each party gives up something of value. (mutually beneficial)

Test Your Knowledge!

Which of the following is NOT part of a marketing exchange?

- a) Sellers provide products or services
- b) Sellers communicate and facilitate delivery
- ☒ c) Marketers assess the effectiveness of their advertising
- d) Buyers complete the exchange by giving money and information to the seller

Performed by both parties

B2B

Business to Business
• Wholesale

B2C

Business to Consumer
• Retail

C2C

Consumer to Consumer
• Facebook Marketplace

Social Media

useful tool for marketing

Stakeholder

- developing economies
- non-profit organisations
- entire industries

MARKETING MIX

Product

Create Value

- Goods
- Services
- Ideas (i.e. MADD)

Satisfying needs of consumer



Price

Transacting Value

Everything Buyer Gives up in exchange for product

- money \$
- time ⌚
- energy ⚡

how much so that the customer's are satisfied & reasonable profit obtained

dependent on customer's willingness to pay.

Place

Delivery of Value (not obvious to consumers)

- getting product to customer when they want it (distribution process)
 - ↳ factory in China → store in brampton

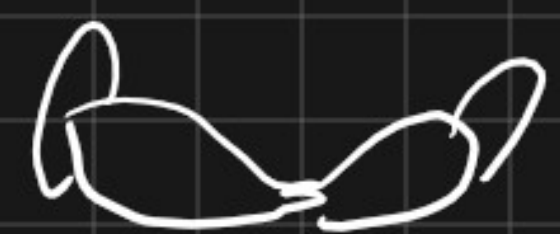
GAP

Promotion

Communicating Value

Inform, Persuade, influence opinions (Proactive advert.)

↳ message



Test Your Knowledge!

Promotion is _____ by a marketer that informs, persuades, and reminds potential buyers about a product or service to influence their opinions or elicit a response.

- a) smoke-and-mirrors
- b) coercion
- c) teasing
- ☒ d) communication

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LO1

The main point of marketing is to, create value for a prod/serv.

Enhance Value. through promotion (advert) → communication why p/s is valuable

Delivery. The product is there when needed.

Marketers try to develop long-term relationship.

Communicating value → promotions (ads)
delivering value → place (stores/vending machines)

LO2

Focus on satisfying customer's wants and needs.
Developing long lasting relationships w/ customer are
short-term profits.

Relationship of benefit ↔ cost

• Increasing Benefits
• Decreasing Costs } one or both