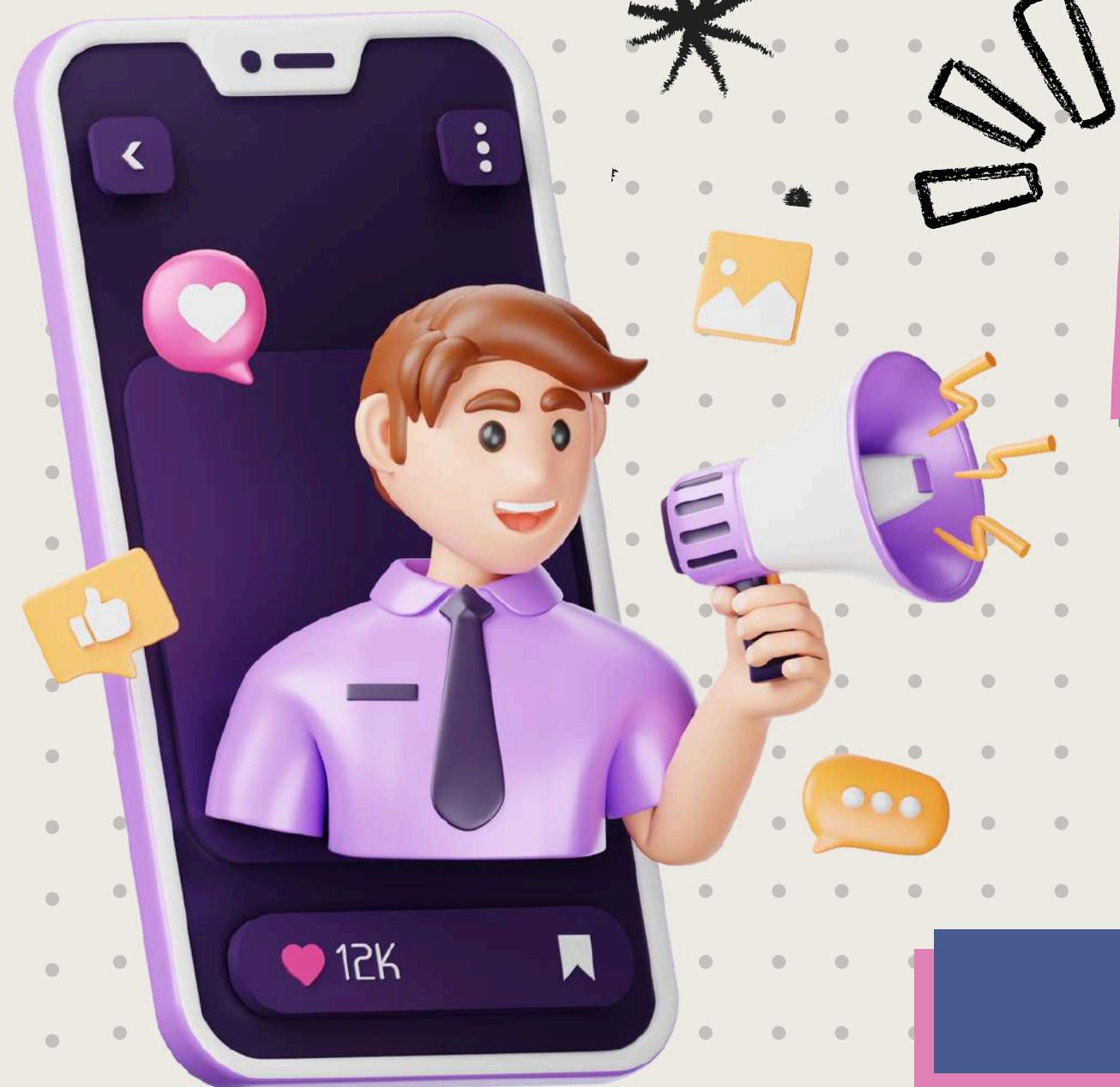


MANAGING THE

marketing

function

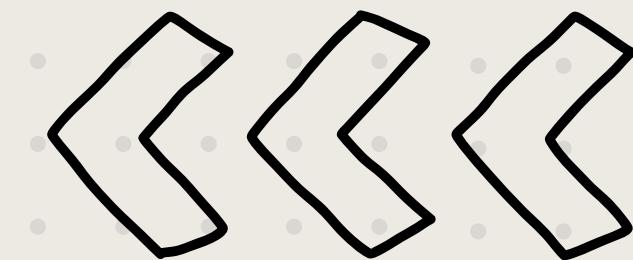
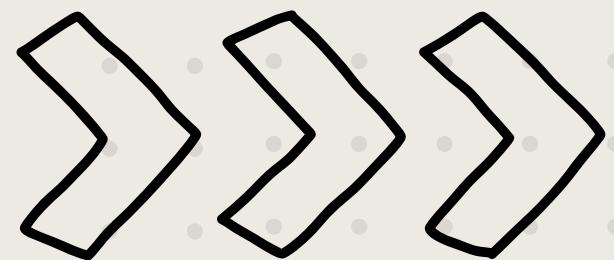
BY: GROUP 3



Introduction

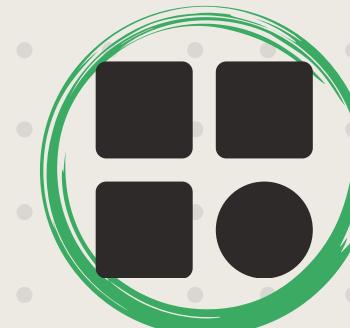
•
• *Marketing* is a group of activities designed to facilitate
and expedite the selling of goods and services.
• • •

• According to the *American Marketing Association*,
marketing is the activity, set of institutions and
processes for creating, communicating, delivering and
exchanging offerings that have value for customers,
clients, partners, and society at large.
• • • • • • • • • • • • • • • • • • •



Marketing Concept

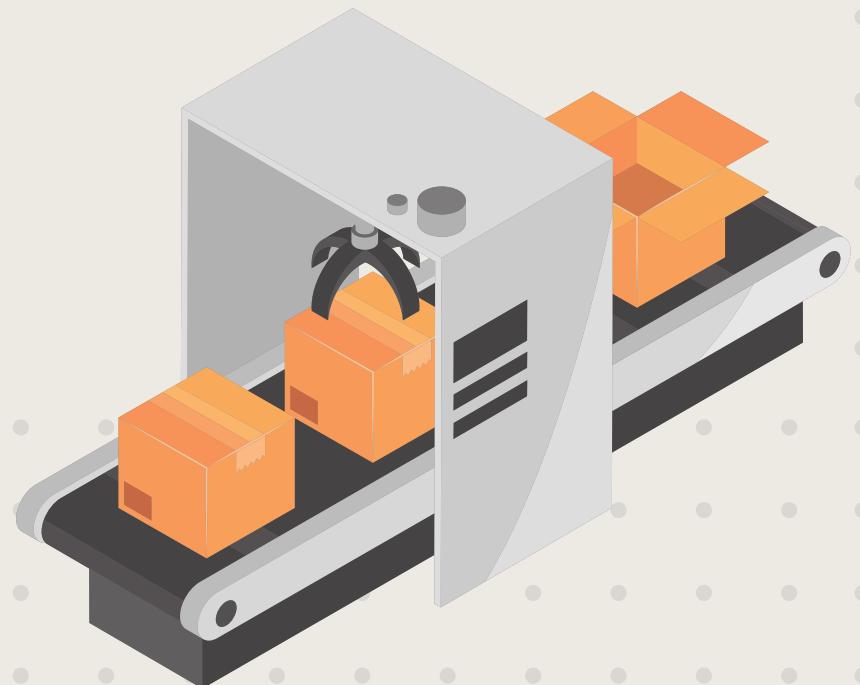
The marketing concept states that the engineer must try to satisfy the needs of his clients by means of a set of coordinated activities. When clients are satisfied with what the company offers, they continually provide business.



2 Major Types of Marketing

1. *Traditional marketing* – Uses print media, such as newspapers and magazines, and traditional forms of media, such as television commercials and billboards.
2. *Digital marketing* – Uses digital technologies to reach audiences online, such as through computers and mobile devices.

THE ENGINEER AND THE FOUR P'S OF MARKETING



THE
PRODUCT



THE
PRICE



THE PLACE



THE
PROMOTION

THE PRODUCT

In the context of marketing, a "product" can be either a tangible item or an intangible service that fulfills a specific need or desire. For engineers, this could range from physical products like machinery, software, or infrastructure to services such as consulting, design, or maintenance.



THE PRODUCT

Tangible vs. Intangible Products:

Tangible products are physical items like cars, bridges, or smartphones. Intangible products include services like engineering consulting, project management, or technical support.

Customer-Centric Approach:

The product must be designed with the end-user in mind. For example, when a customer buys a car, they are not just purchasing a vehicle; they are buying the promise of comfort, reliability, and status.

THE PRODUCT

Competitive Differentiation

In a competitive market, simply meeting the basic requirements is not enough. Companies must differentiate their products through superior quality, additional features, or exceptional service.

THE PRICE

Price refers to "the money or other considerations exchanged for the purchase or use of the product, idea, or service." Some companies use price as a competitive tool or as a means to convince the customer to buy

Questions you might ask yourself as you are considering your product's price





When products are similar in quality and other characteristics, price will be a strong factor on whether or not a sale will be made. This does not hold true, however, in the selling of services and ideas. This is because of the uniqueness of every service rendered or every idea generated.



When a type of service becomes standardized, price can be a strong competitive tool. When a construction firm, for instance, charges a flat 10 percent service fee for all of its construction services, a competitor may charge a lower rate. Such action, however, will be subject to whether or not the industry will allow such practice.

THE PLACE

If every factor is equal, customers would prefer to buy from firms easily accessible to them. If time is of the essence, the nearest firm will be patronized.

It is very important for companies to locate in places where they can be easily reached by their customers. Not every place is the right location for any company.



THE PLACE

When a company cannot be near the customers, it uses other means to eliminate or minimize the effects of the problem. Some of these means are:

1. hiring sales agents to cover specific areas;
2. selling to dealers in particular areas;
3. establishing branches where customers are located;
4. establishing franchises in selected areas.

THE PLACE

Manufacturing companies can choose or adapt all of the above-mentioned options. Service companies like construction firms adapt the modified versions. An example is the engineer manager of a construction firm who gives commissions to whoever could negotiate a construction contract for the firm.

GUESS THE WORD



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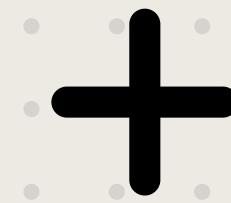
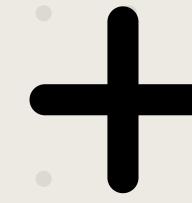
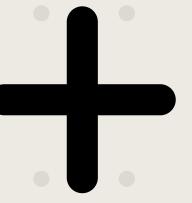
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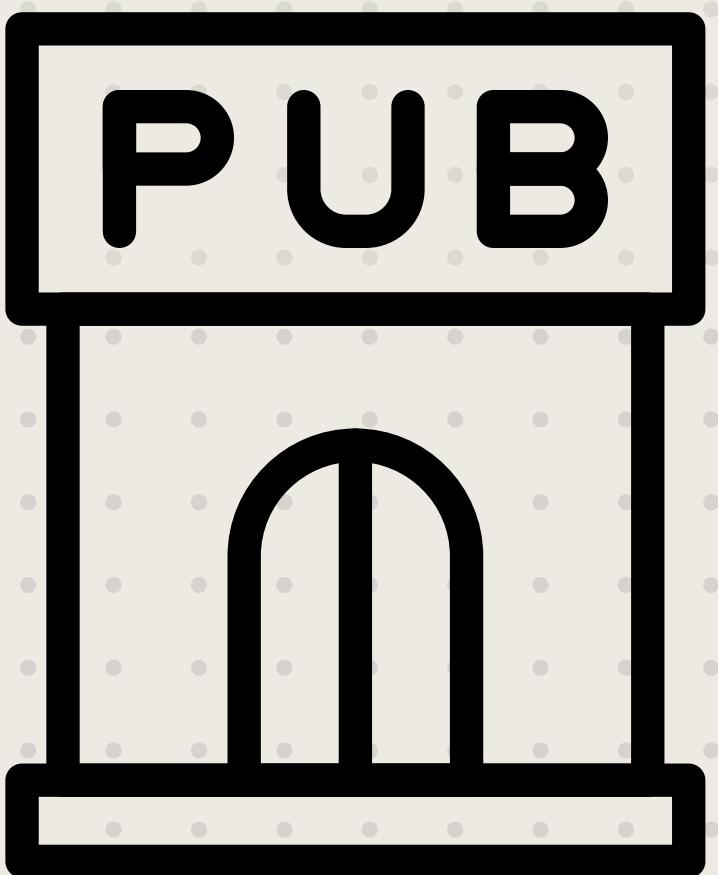
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ADVERTISING

GUESS THE WORD

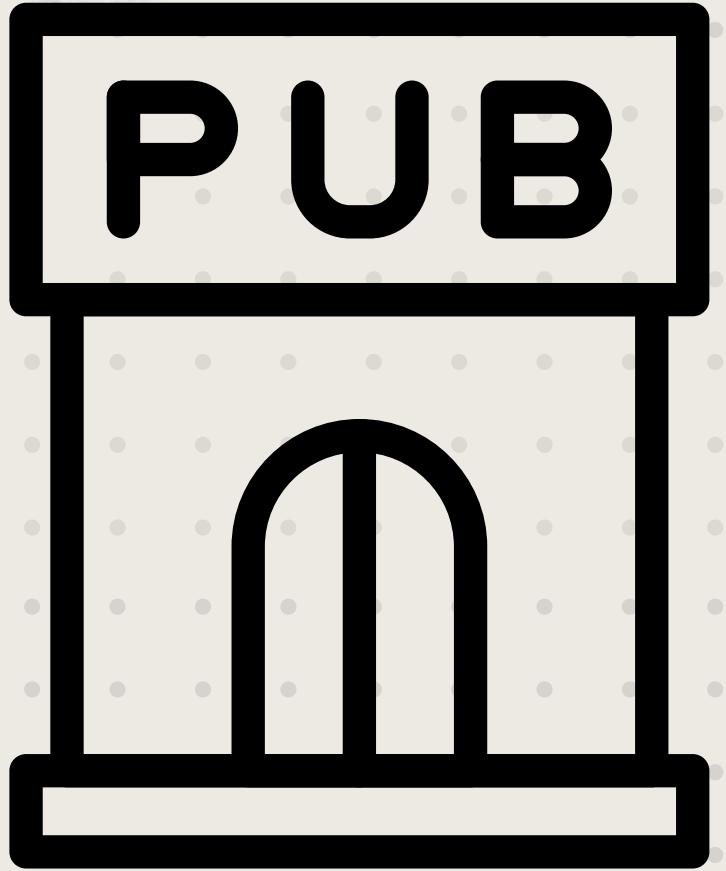


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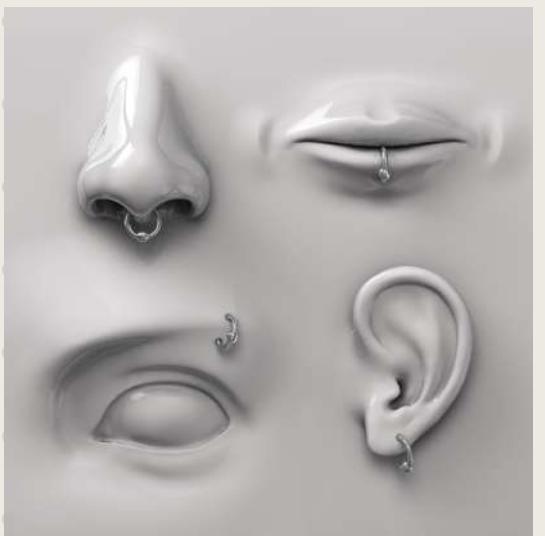


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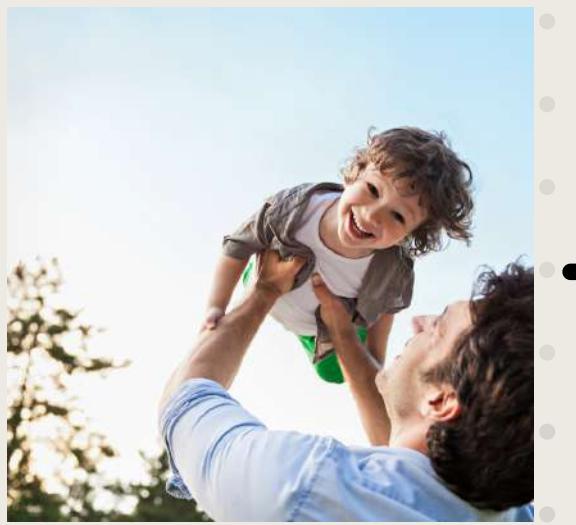


PUBLICITY

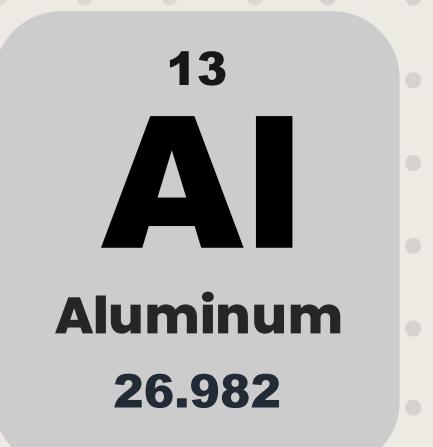
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P S S N G

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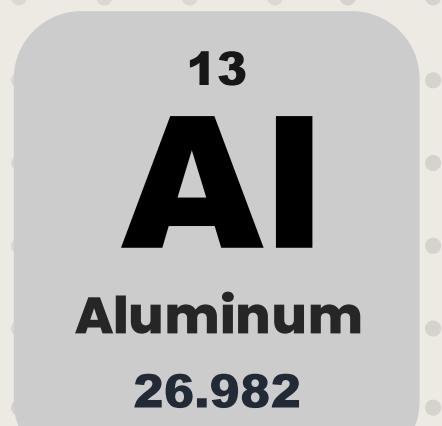
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PERSONAL SELLING

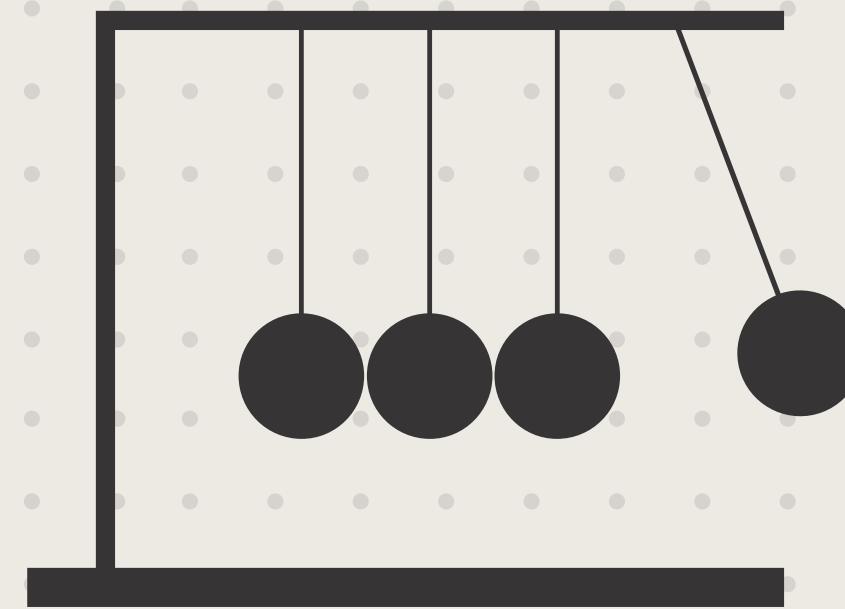
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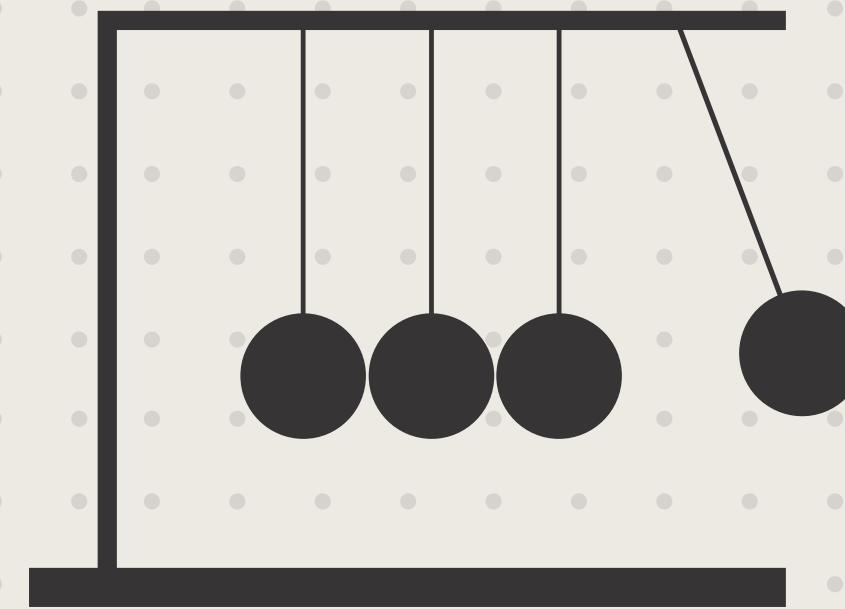
GUESS THE PIC



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SALES

PROMOTION

PROMOTION

"Communicating information between seller and potential buyer to influence attitudes and behavior."

-McCarthy and Perreault

PROMOTION TOOLS

- Advertising
- Publicity
- Personal Selling
- Sales Promotion

ADVERTISING

"a **paid message** that appears in the mass media for the purpose of informing or persuading people about particular products, services, beliefs, or action."

-mass media referred to include *television, radio, magazines, and newspapers*

PUBLICITY

The promotional tool that publishes news or information about a product, service, or idea on behalf. of a sponsor but is **not paid** for by the sponsor is called publicity.

- It refers to the **public visibility or awareness** of a product, service, person, or organization.
- It involves the movement of information to the public through ***media coverage and other non-paid sources***, often as a result of effective public relations strategies.

PERSONAL SELLING

- *More aggressive means of promoting the sales of a product or service is called **personal selling***
- **"oral presentation in a conversation with one or more prospective purchasers for the purpose of making a sale"**



I DO MY BUSINESS,
KAHIT SAAN,
KAHIT KAILAN!
JOIN AVON



© Geoff Robinson



Sales Promotion

- Any paid attempt to communicate with the customers other than advertising, publicity, and personal selling, may be considered sales promotion.
- This includes *displays, contests, sweepstakes, coupons, trading stamps, prizes, samples, demonstrations, referral gifts*; etc.

**FEED
THE
DREAM**

HOME

ENTER NOW

PARTICIPATING PRODUCTS

LOGIN

FAQS

FRANÇAIS



The page features a large green background image of a grocery bag filled with groceries. To the left of the bag, the 'sobeys' logo is displayed with the slogan 'FEED THE DREAM'. To the right of the bag, the Canadian Olympic Committee logo is shown next to the 'sobeys' logo, with the text 'OFFICIAL GROCER' below it. The main headline reads 'Chance to WIN FREE groceries for a year!' followed by 'Plus, weekly prizes of \$1,000 in groceries.'

PARTICIPATING
GROCERS

sobeys

SAFEWAY

IGA



Foodland

**Foodland &
CO-OPS**

voilà



Dove



Take on the #7DayChallenge
with Dove's Beauty Bar

With ¼ moisturizing cream for
softer & smoother skin





REFER A FRIEND PROMO

EXISTING SUBSCRIBER WITH UPDATED ACCOUNT CAN JOIN THIS PROMO

PROMO PERIOD : JANUARY 16, 2024 TO DECEMBER 31, 2024

1 MONTH FREE SUBSCRIPTION

FOR EVERY SUCCESSFUL REFERRAL

Equivalent to the package subscribe by the referred applicant

AVAILABLE FOR THE FOLLOWING AREAS OF

Biñan, Sta Rosa, Cabuyao, Calamba, Los Baños, Bay, Calauan, Victoria, Nagcarlan, San Pablo, Rizal, Liliw, Majayjay, Cavinti, Luisiana, and Pangil Laguna.

Learn more at www.royalcable.com.ph

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Call us #8822

PER DTI Fair Trade Permit No. R4A-01-006, Series of 2024.
See poster and print ads for more details.

REFER NOW!



3·3·3·15

MEGA SHOPPING SALE

15%
OFF DAILY

FREE
SHIPPING
MIN. SPEND ₱0

50%
OFF DEALS

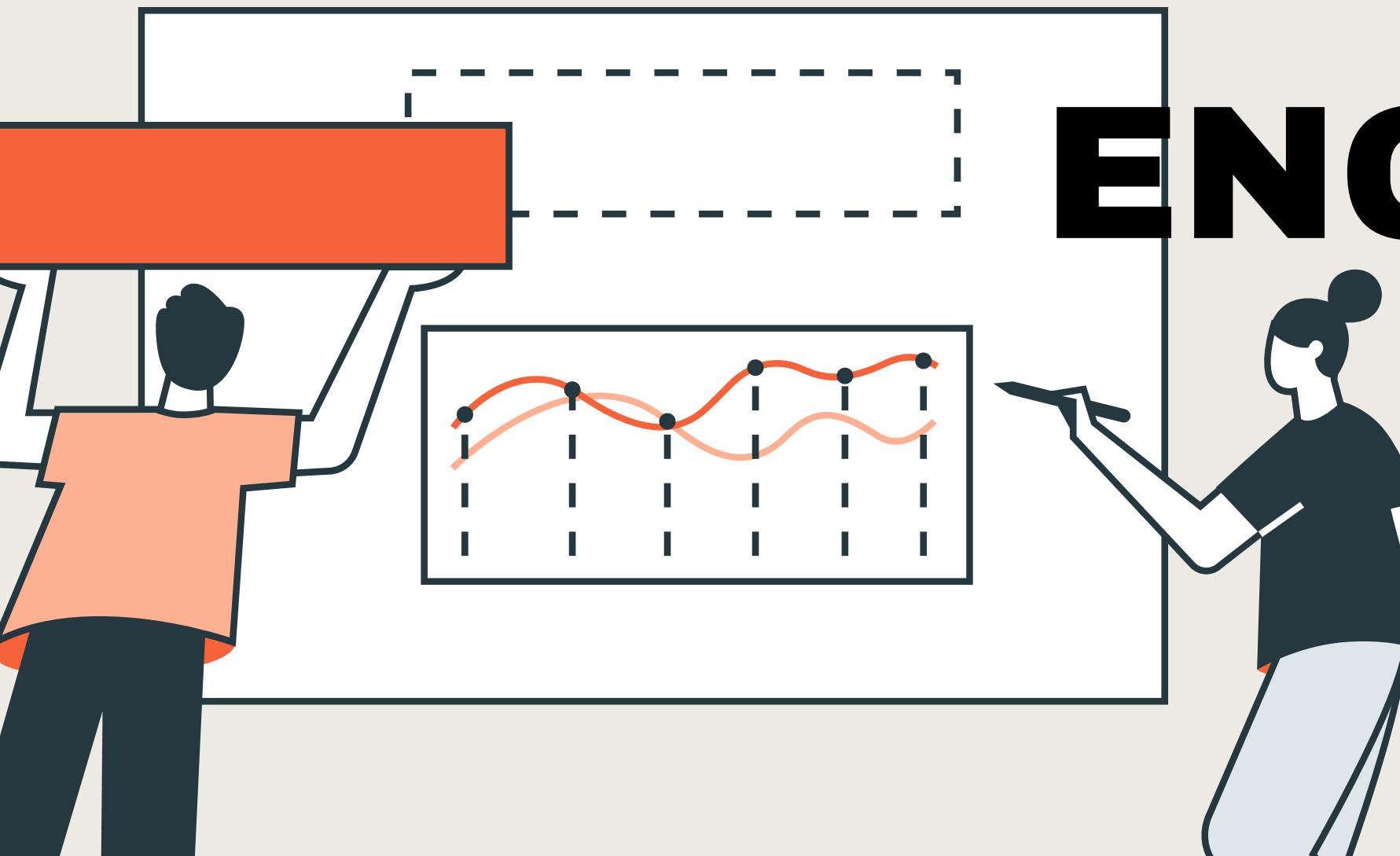
SHOPEE'S 1ST MEGA SALE OF THE YEAR

FEB 24 - MAR 15

THE ENGINEER AND THE FOUR P's OF MARKETING



STRATEGIC MARKETING FOR ENGINEERS





Strategic marketing is the process of planning, developing, and implementing marketing strategies to achieve a company's long-term business goals. It focuses on understanding customer needs, market trends, and competitive positioning to create a sustainable advantage.

SELECTING A TARGET MARKET





TARGET MARKET

A market consist of individual or organizations, or both, with the desire and ability to buy a specific product or services



PRINTING SHOP



Starbucks



SELECTING A TARGET MARKET

- 1.. Analyze your product or services
- 2.. Identify your ideal customer
- 3.. Research the Target market
- 4.. Evaluate Market size and potential
- 5.. Assess competition
- 6.. Test your market



STEPS IN SELECTING A TARGET MARKET

STEP 1: MARKET SEGMENTATION

- DIVIDE THE TOTAL MARKET INTO GROUPS
OF PEOPLE WHO HAVE SIMILAR PRODUCT
OR SERVICE NEEDS

STEP 2: EVALUATING PROFIT POTENTIAL

- DETERMINE THE PROFIT POTENTIALS OF EACH SEGMENT

STEP 3: SELECTING THE TARGET MARKET

- MAKE A DECISION ON WHICH SEGMENT OR
SEGMENTS WILL BE SERVED BY THE
COMPANY

FACTORS IN SELECTING A TARGET MARKET

PRESENTED BY
JOHN BRIAN H. BRIOSO



FACTORS IN SELECTING A TARGET MARKET

1. CUSTOMER NEEDS
2. MARKET SIZE
3. COMPETITION

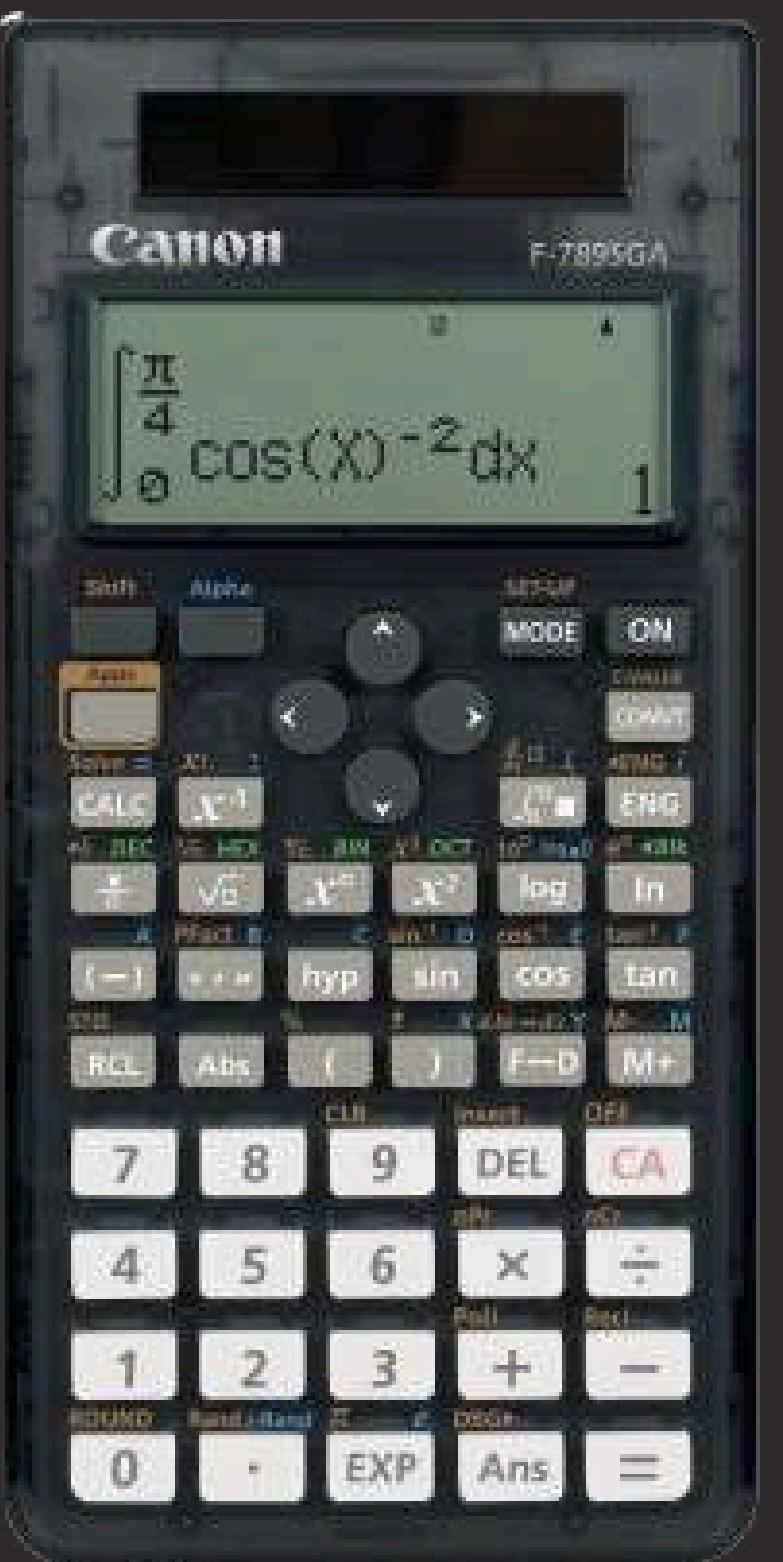


A black and white photograph of a man and a woman sitting at a table, looking down at a laptop screen together. They appear to be in a professional or collaborative setting. The man is on the left, wearing a dark suit jacket over a light shirt. The woman is on the right, with long hair, also in a dark suit jacket. A potted plant is visible in the background.

CUSTOMER NEEDS

“A product must solve a problem or fulfill a demand.”

SCIENTIFIC CALCULATOR



BASIC CALCULATOR



MARKET SIZE

“A market must have enough customers who can afford the product.”

GAMING LAPTOP



BASIC LAPTOP



₱50,000 - ₱100,000

₱10,000 - ₱30,000

COMPETITORS

*“Understanding competitors
helps a company stand out.”*

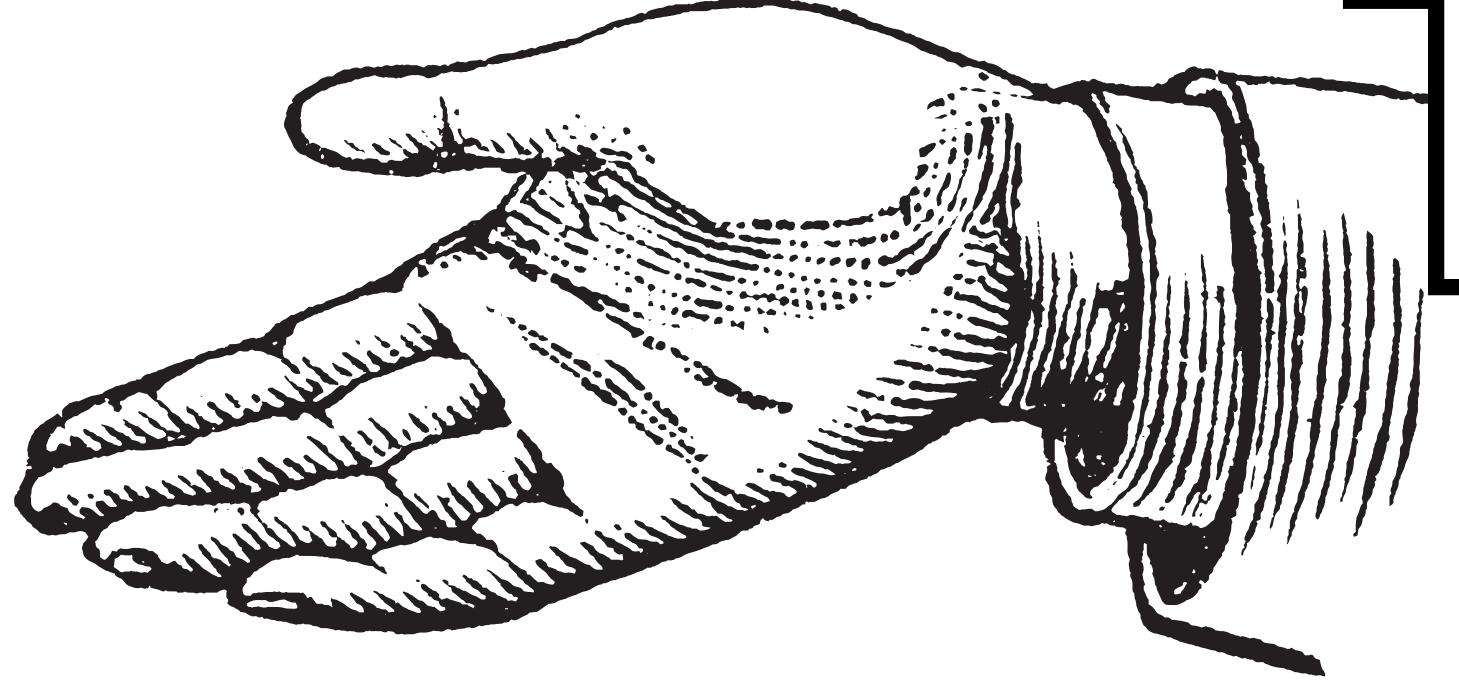


BRAND X HARDWARE



**IMPROVED BRAND
HARDWARE**





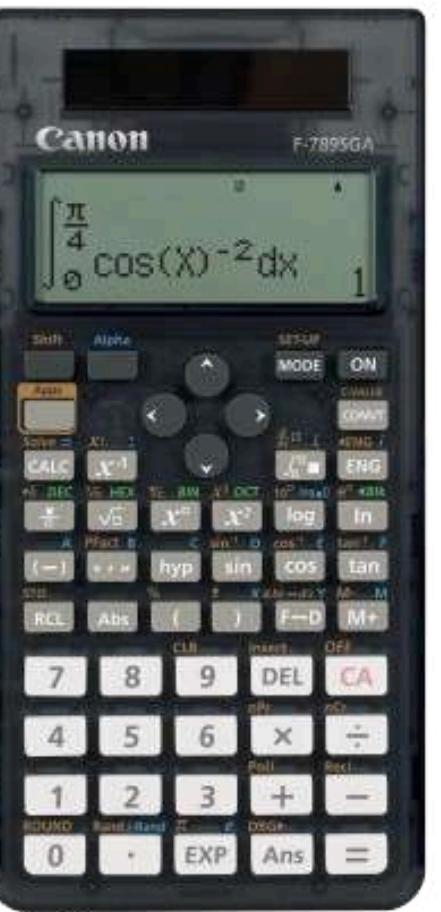
THIS

OR

THAT



SCIENTIFIC CALCULATOR



1. SRYEUVORS
YSCIPSHIST
- 2.
3. RACIETHTCS

NORMAL CALCULATOR



1. OBKO-EEPERK
2. ACHSIRE
3. NKBA-TLRLE

GAMING LAPTOP



1. ATDA-SINETCITS
2. GMAE-EDVELOPSRE
3. SRMTEERAS

BASIC LAPTOP



1. TCAHEERS
2. RTIWERS
3. EFRECLNAESR

BRAND X

- 1. PCHAE**
- 2. NSTABLUE**
- 3. NUKNONW**
- 4. OCRROSIVE**
- 5. OCRROSIVE**

IMPROVED BRAND

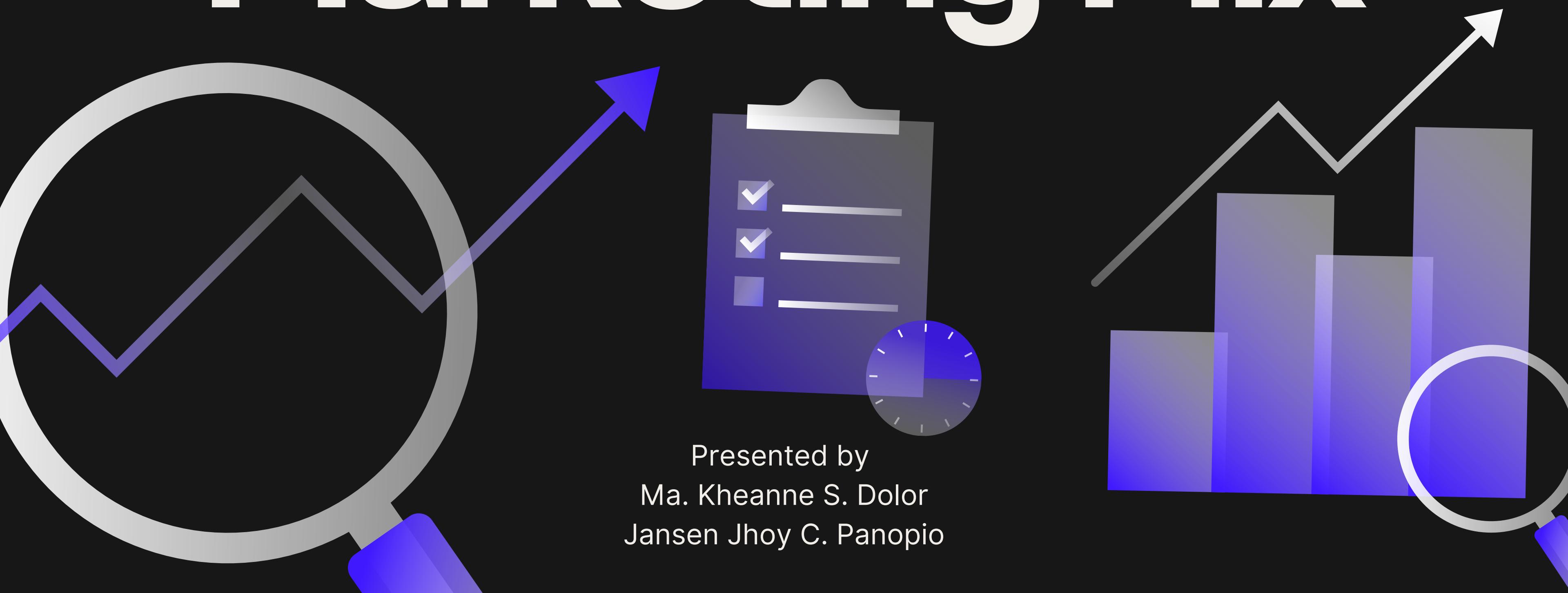
- 1. SFAE**
- 2. TETSED**
- 3. DRABULE**
- 4. STBALE**
- 5. HGIH-QULIATY**

FACTORS IN SELECTING A TARGET MARKET

1. CUSTOMER NEEDS
2. MARKET SIZE
3. COMPETITION

Marketing Mix

DEVELOPING



Presented by

Ma. Kheanne S. Dolor
Jansen Jhoy C. Panopio

Marketing Mix

DEVELOPING



Presented by
Ma. Kheanne S. Dolor
Jansen Jhoy C. Panopio

What is

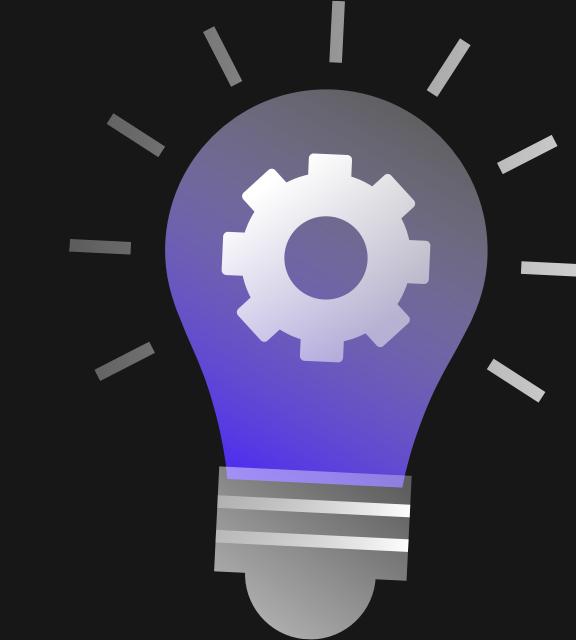
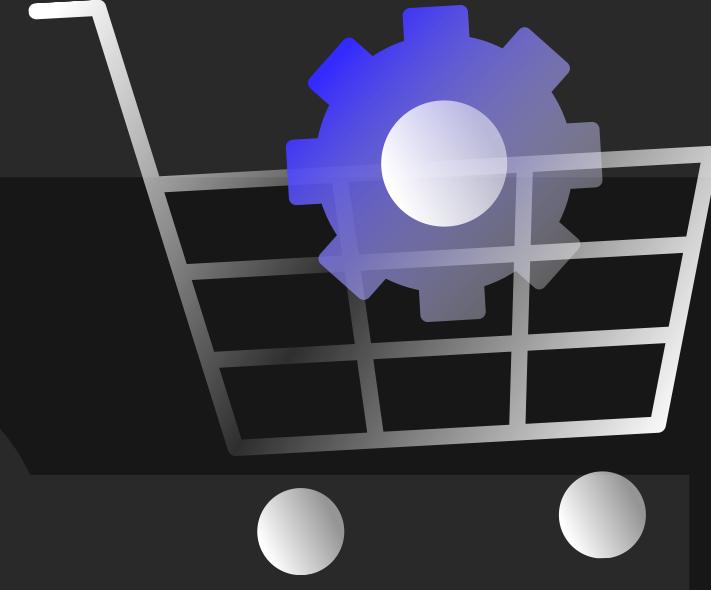
Marketing Mix

- A marketing mix includes four key variables:
 - Product
 - Price
 - Promotion
 - Place (Distribution)
- Helps achieve company goals by adjusting these factors.



ADJUSTING THE

Marketing Mix



- Companies can manipulate any variable to maximize results:
 - Improve product quality.
 - Lower prices for competitiveness.
 - Increase promotional efforts.
 - Expand distribution coverage.

Market Demand Example

Telephone Lines In Cabanatuan City

Demand and Supply Situation

1997

Total Demand
Supply

Company A

Company B

Company C

Total Supply

NET UNSATISFIED DEMAND

150,000 lines

50,000 lines

30,000

10,000

90,000 lines

60,000 lines



The Company, The Marketing Mix and the Target Market

THE COMPANY

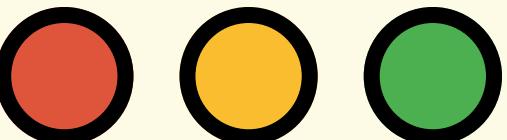
**Product
Price
Promotion
Place**



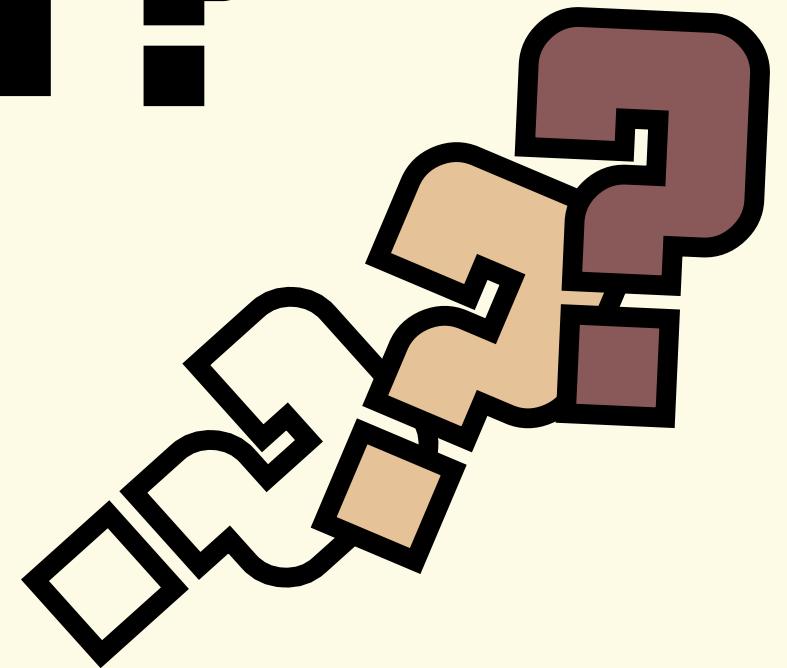
Conclusion

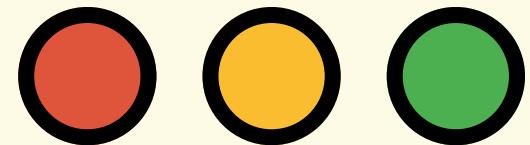
KEY POINTS TO REMEMBER:

- Marketing mix strategies help businesses meet demand.
- Adjustments to product, price, promotion, and place can maximize success.
- Identifying market gaps helps businesses expand strategically.

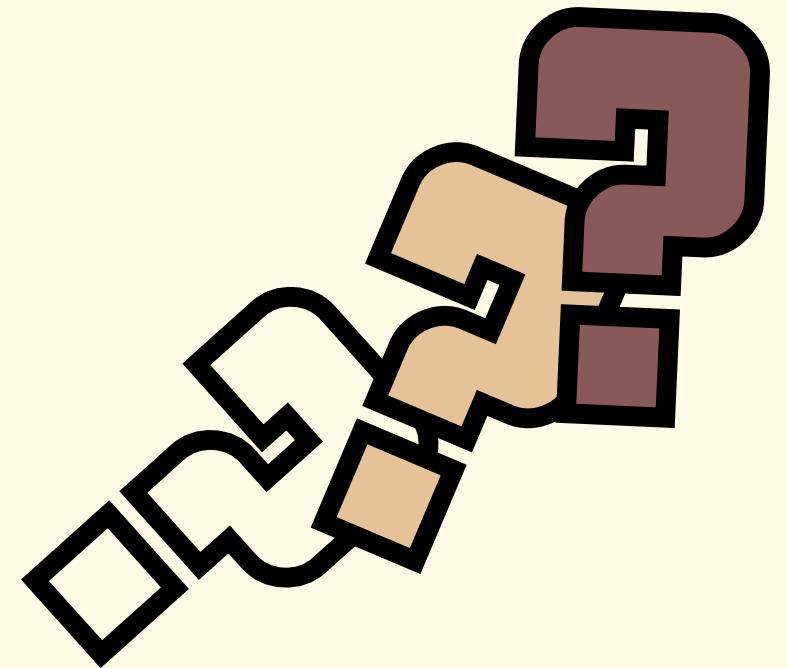
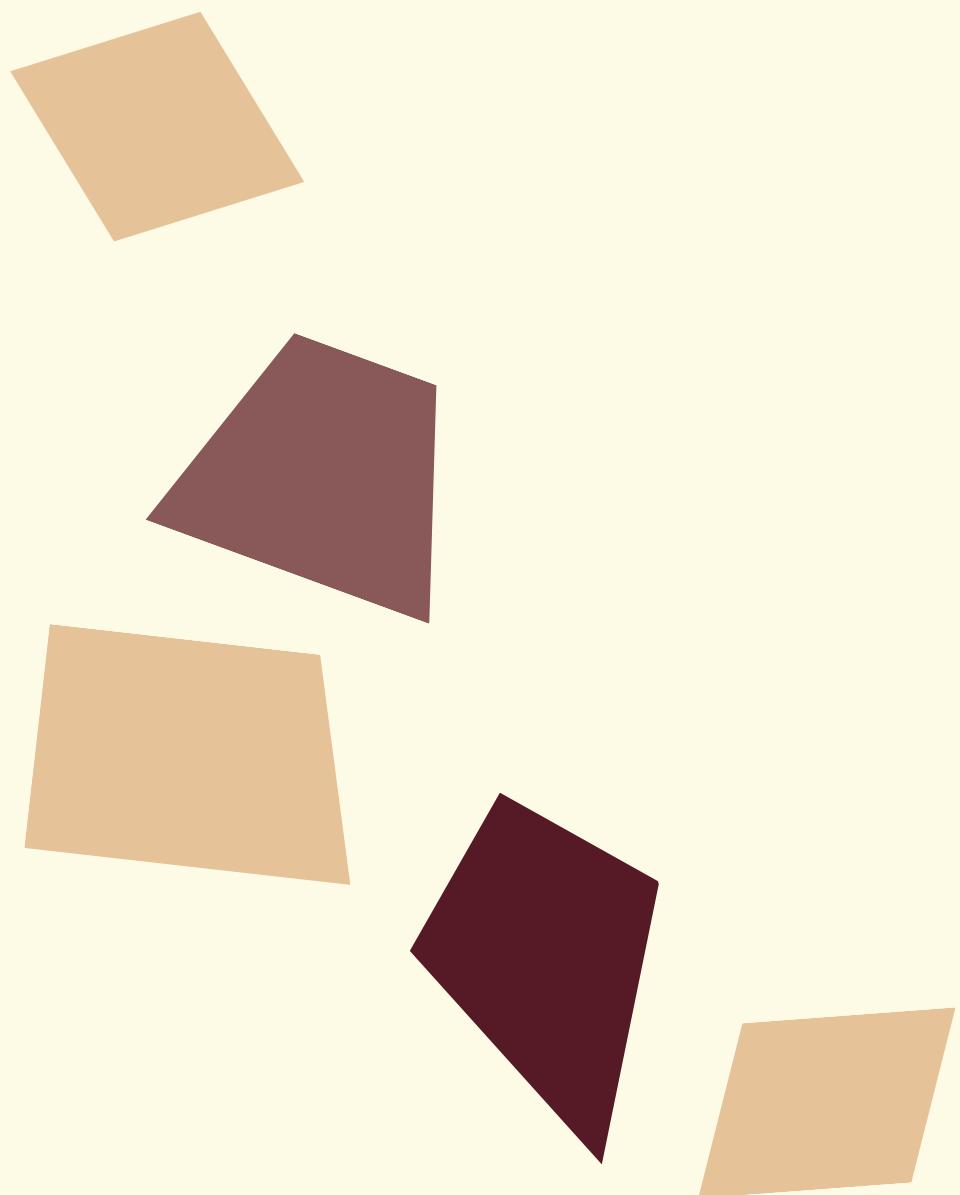


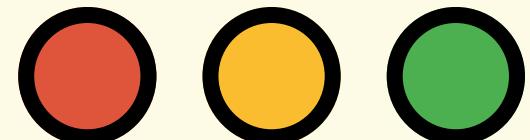
**What's the
TARGET MARKET?**





Luxury Watch (Rolex)

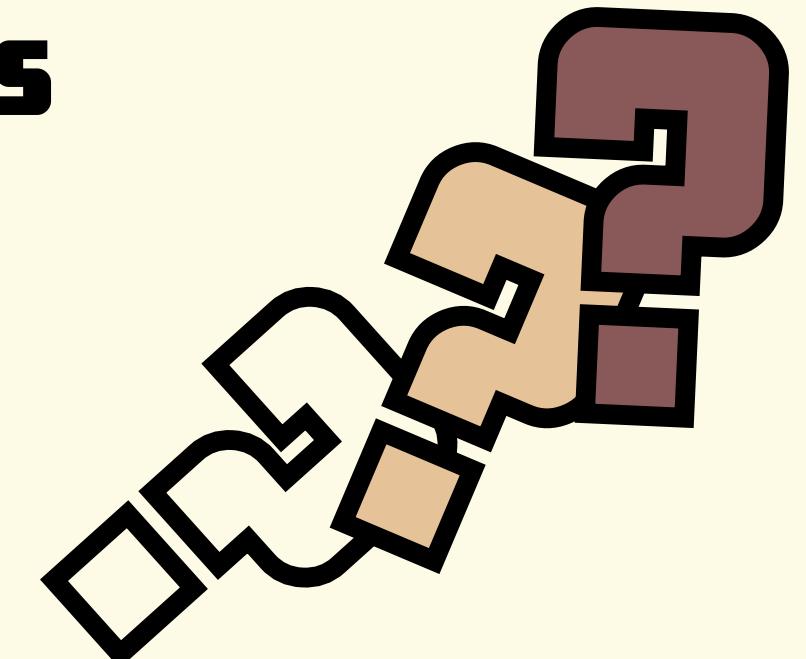




Luxury Watch (Rolex)

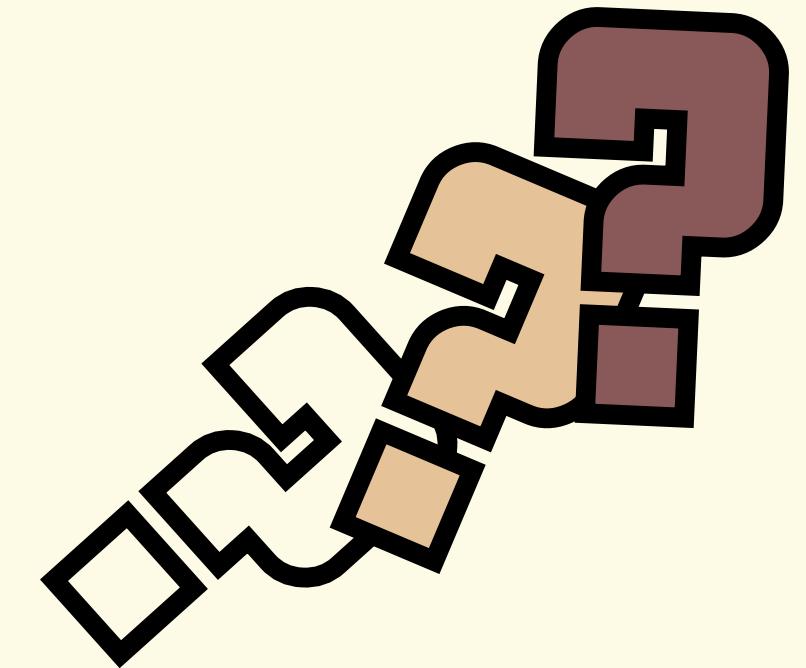
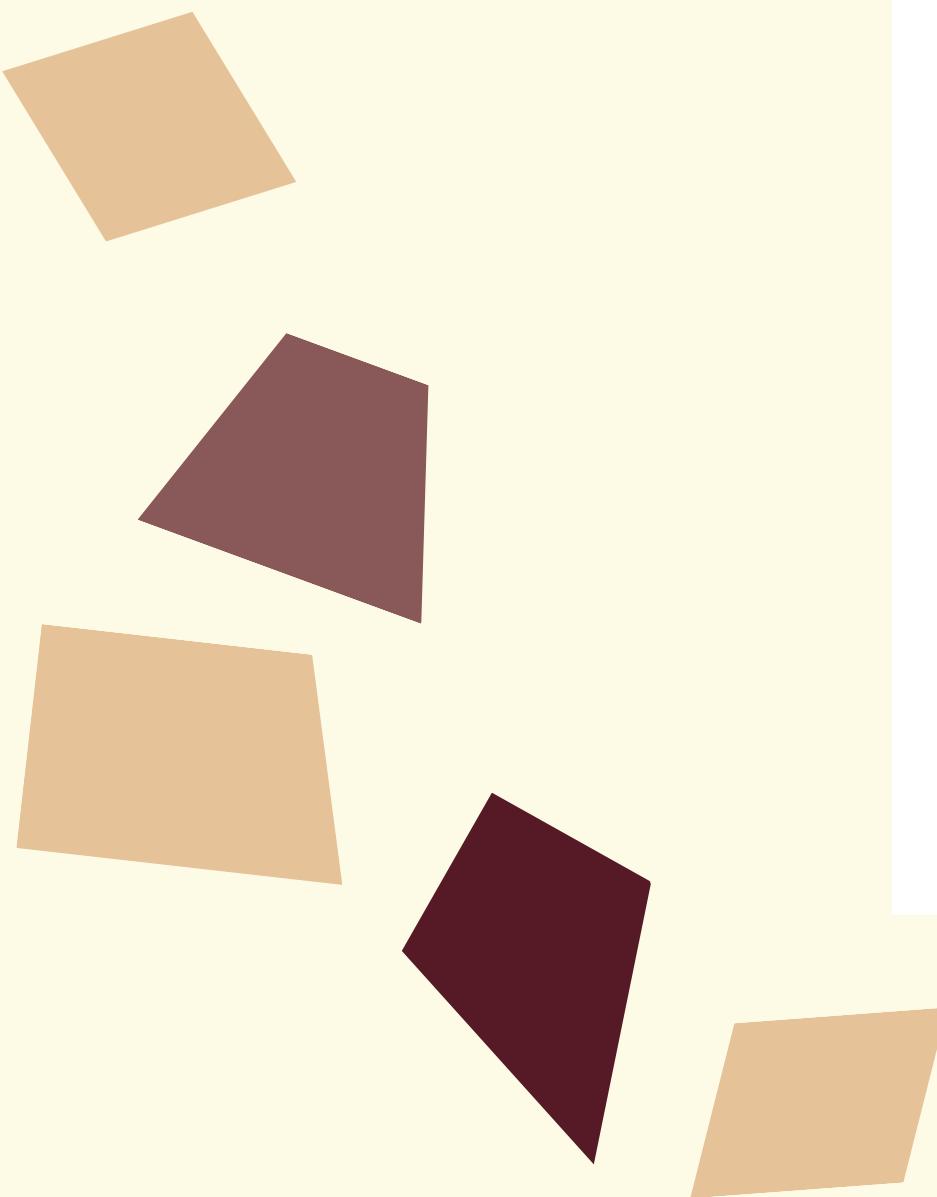
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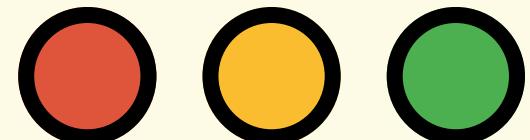
**High - Income professionals,
executives, watch collectors**





Gaming Laptop

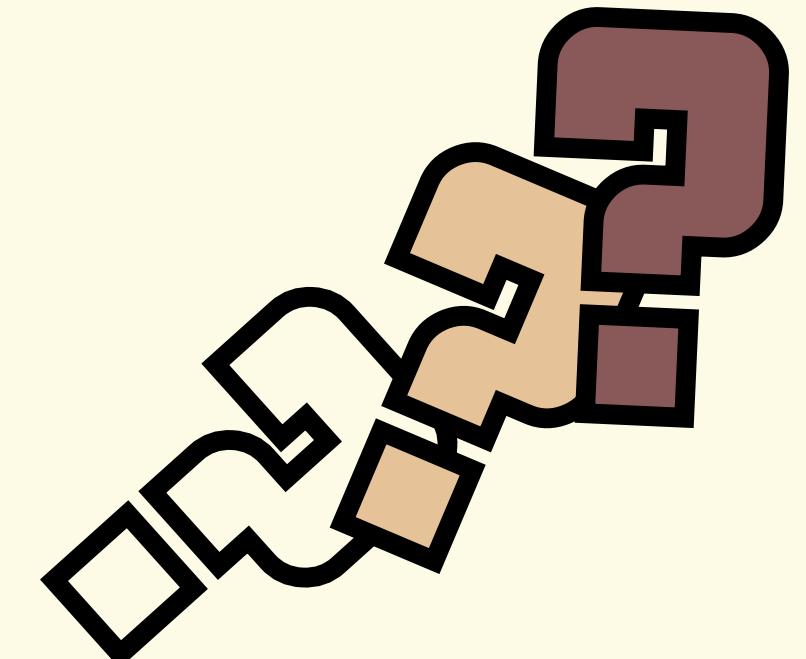


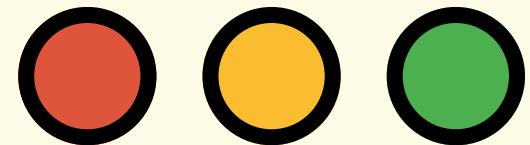


Gaming Laptop

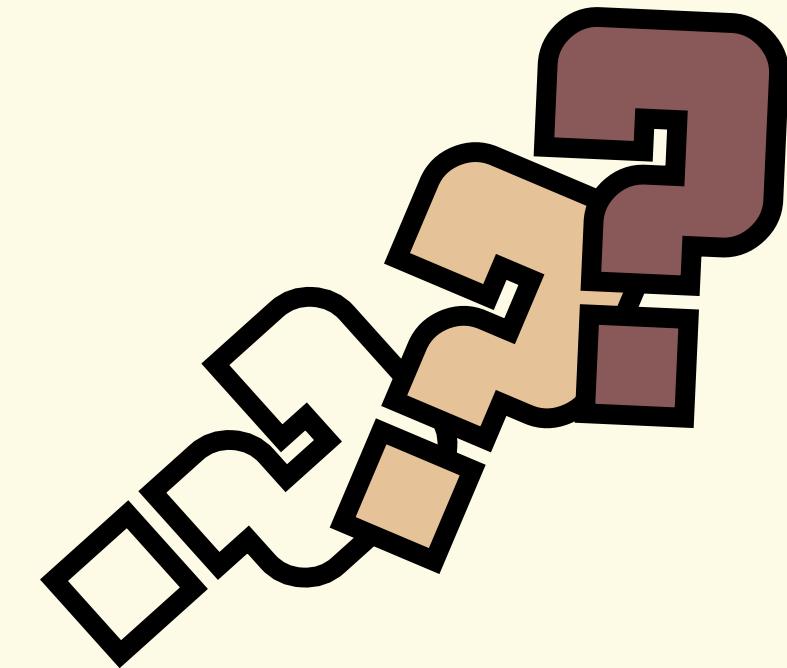
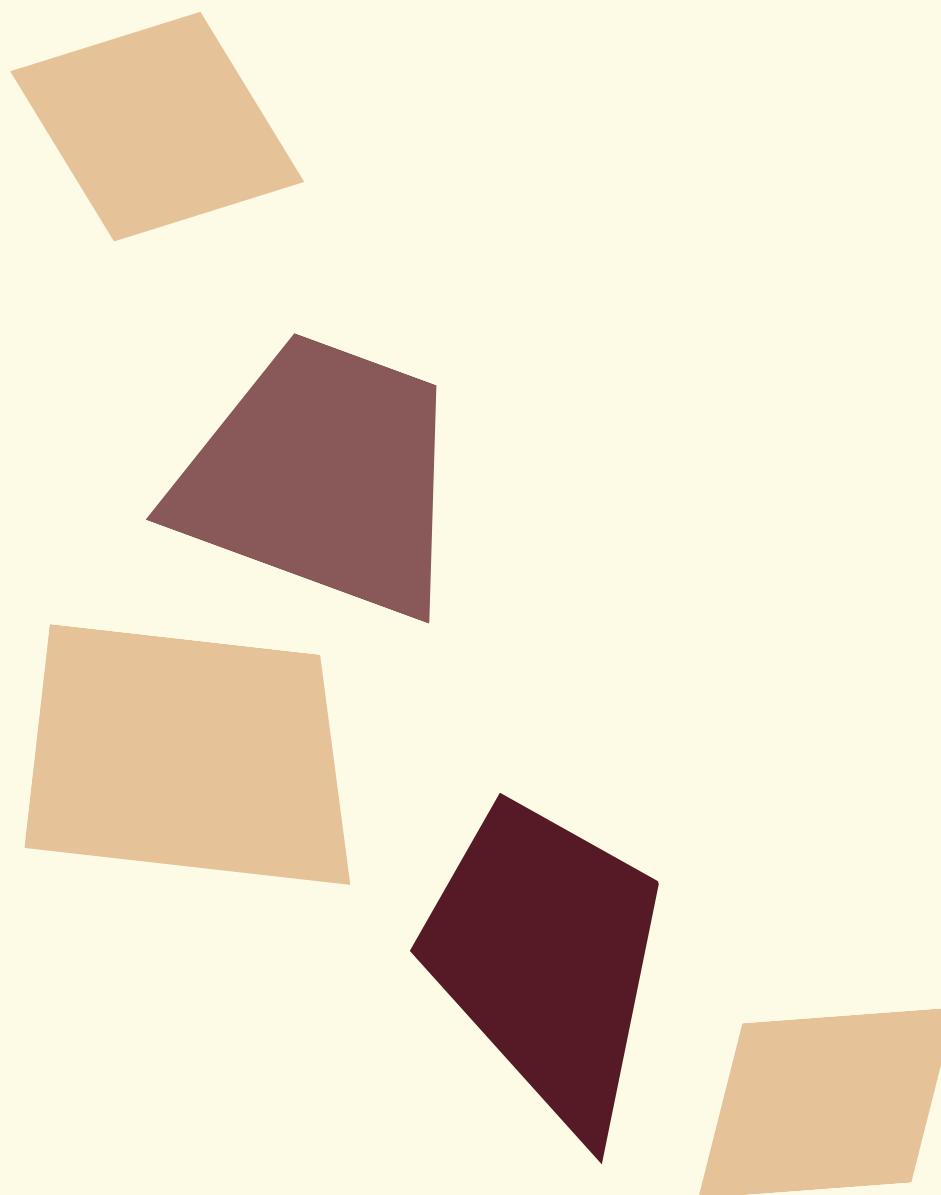
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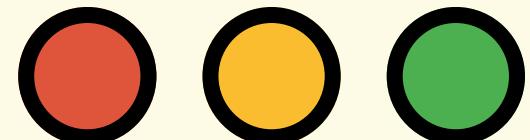
Gamers, Tech enthusiasts, streamers





Baby Diapers



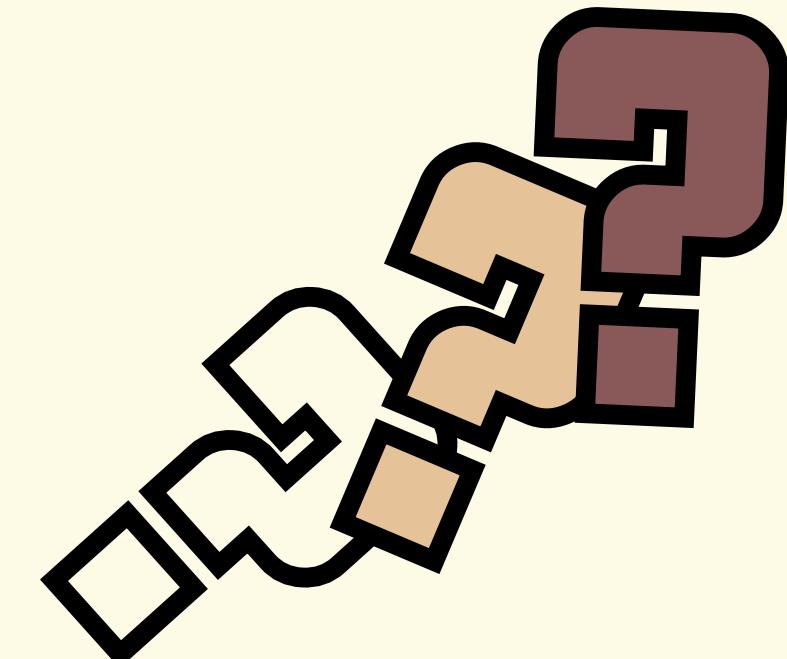
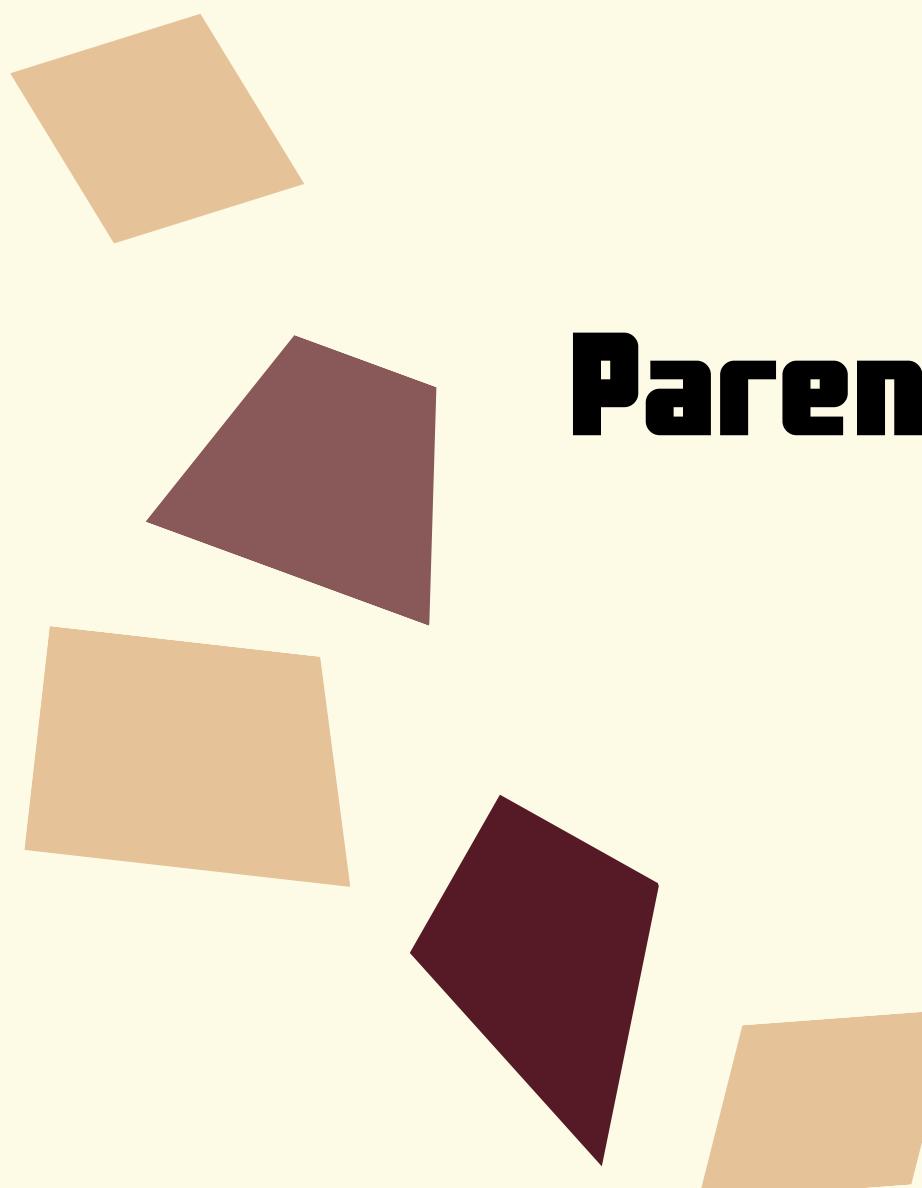


Baby Diapers



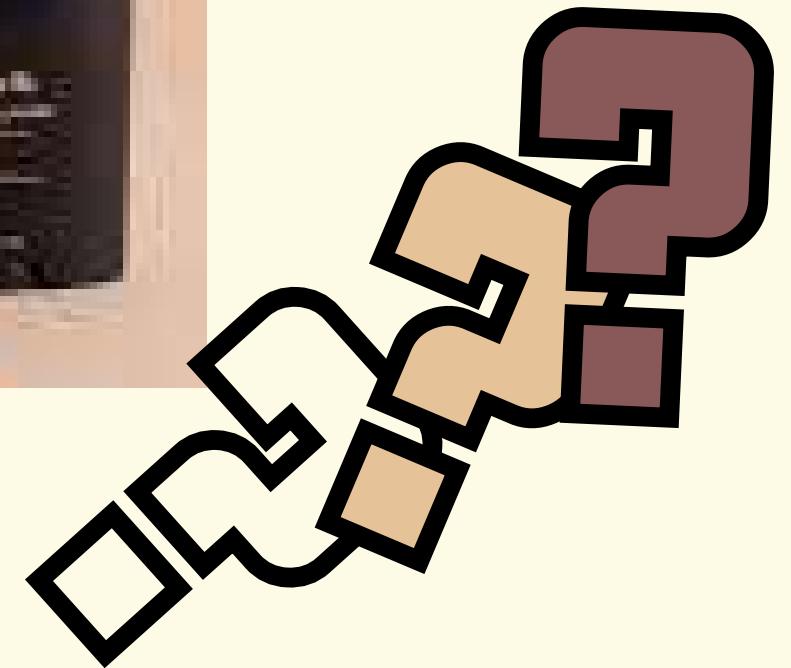
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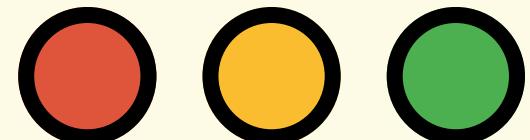
Parents of Infants, daycare centers





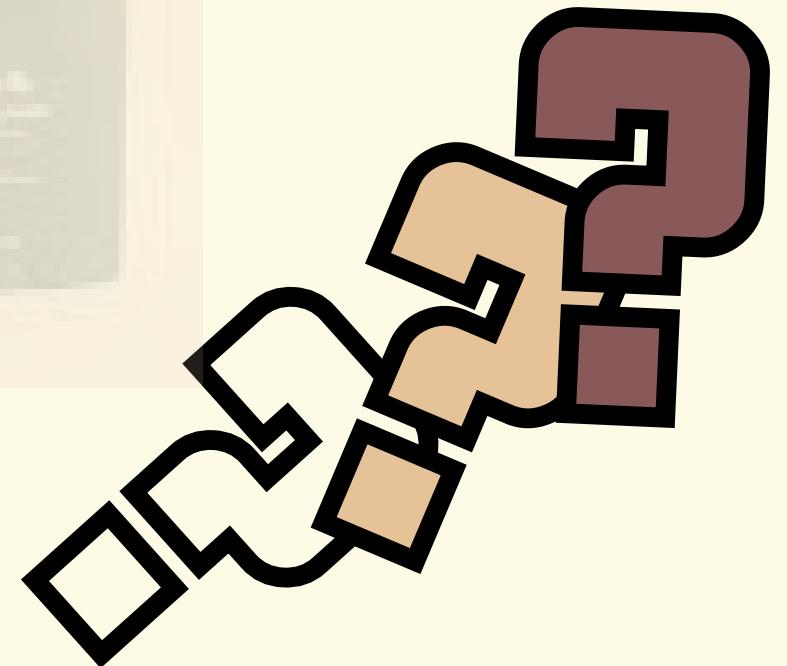
Skin Care

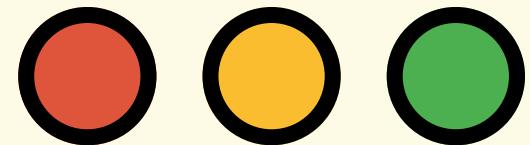




Skin Care

TARGET MARKET:
**Individuals with Skin Issues (oily skin,
acne-prone skin etc.)**



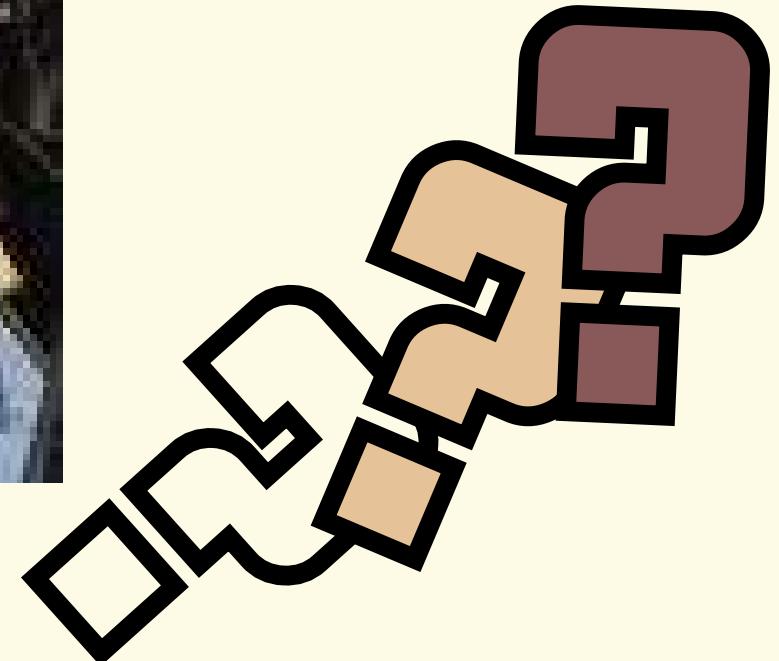


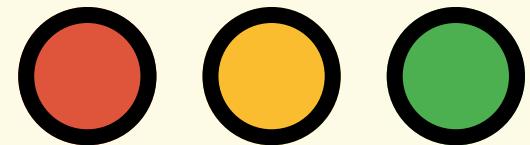
Gym Membership

FIT FOR SUMMER

Gym & Fitness Memberships

SUMMER OFFER
NO JOINING FEE





Gym Membership

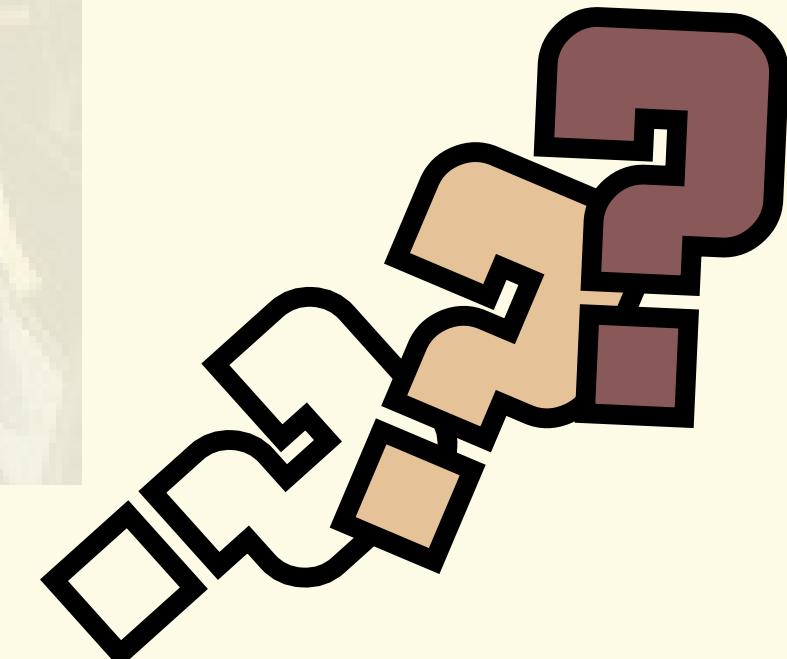
FIT FOR
SUMMER

TARGET MARKET:

**Health-conscious Individuals, athletes,
fitness beginners**

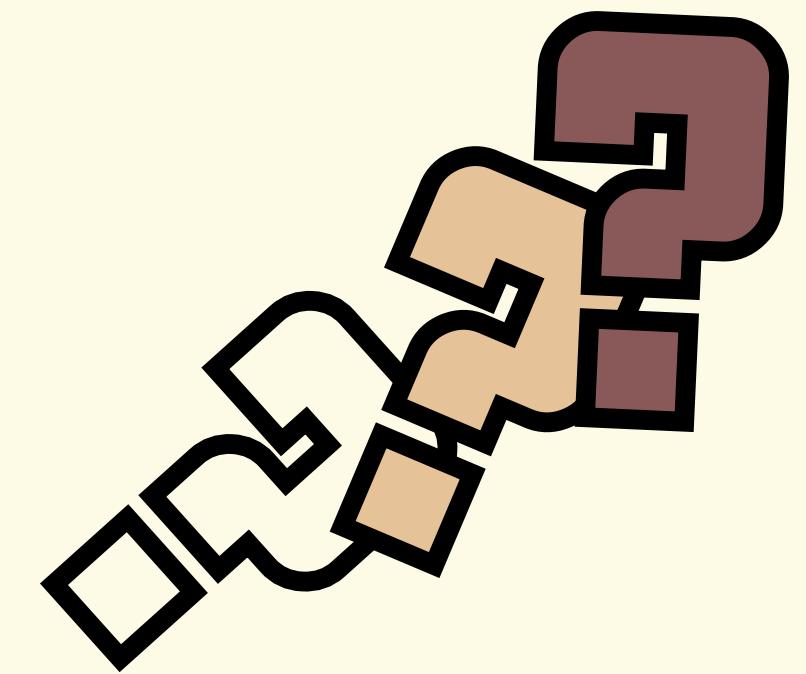
Gym & Fitness
Memberships

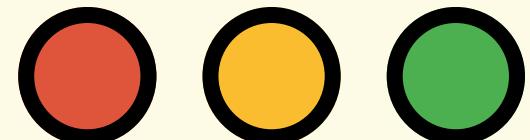
SUMMER
OFFER
NO JOINING FEE





Coffee Maker

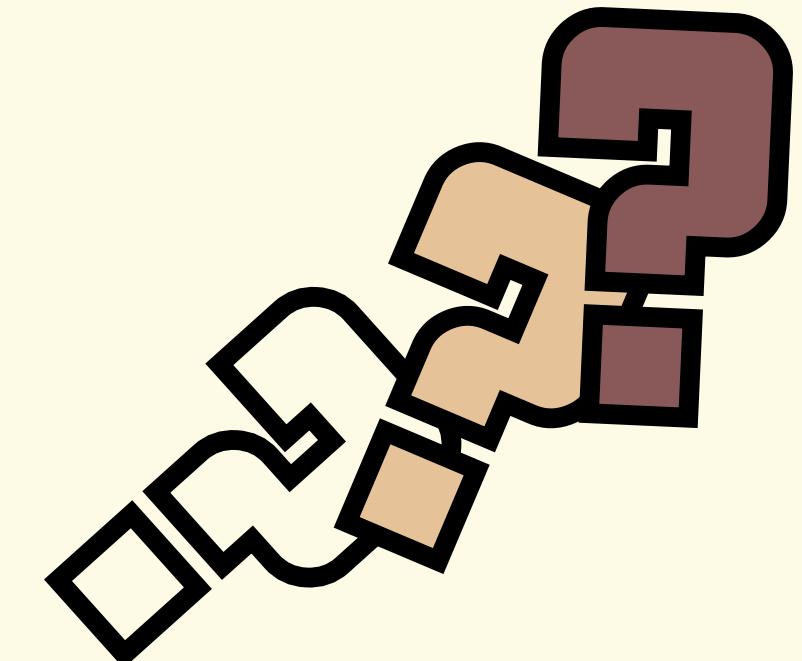


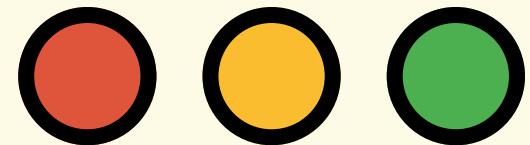


Coffee Maker

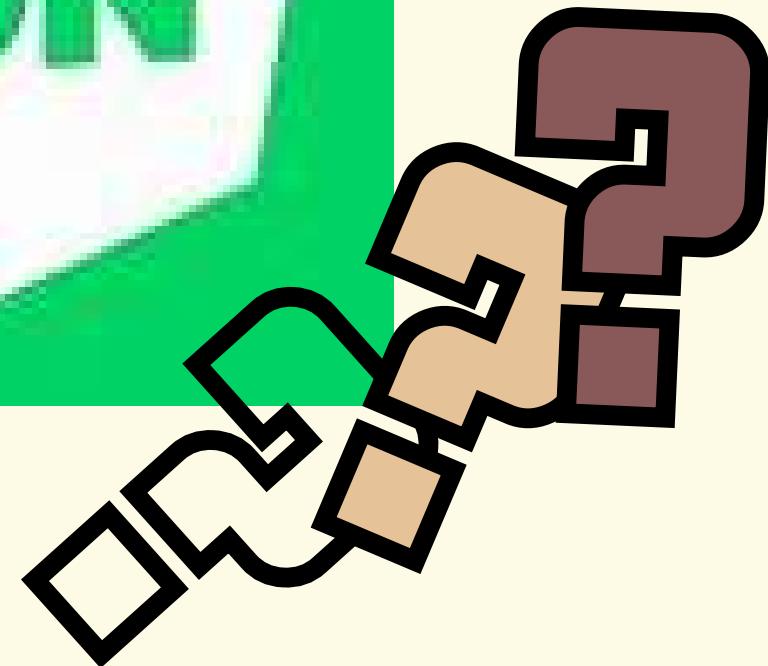
TARGET MARKET:

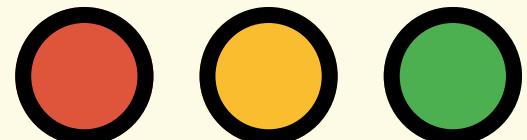
Coffee lovers, home baristas, working professionals





Webnovel Subscription

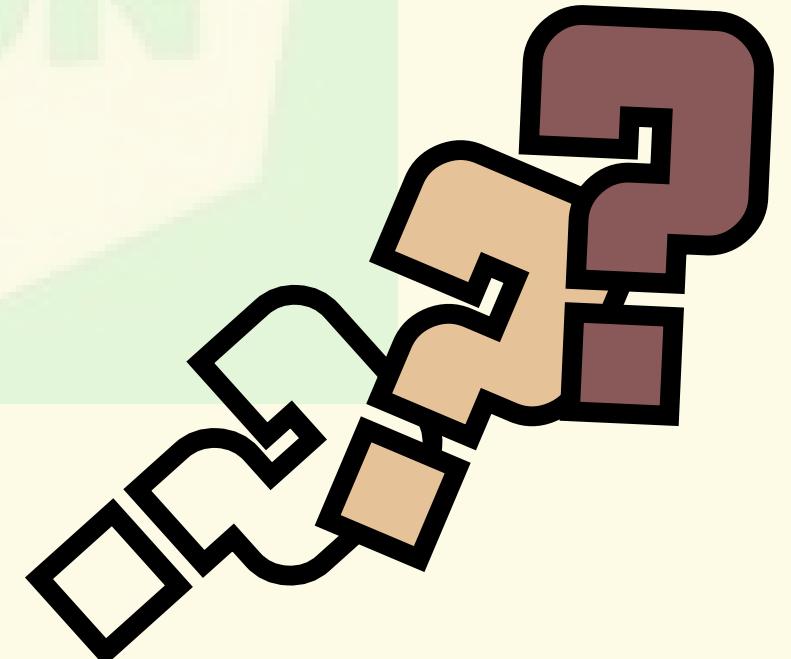


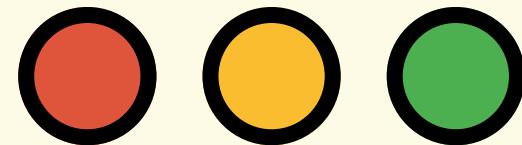


Webnovel Subscription

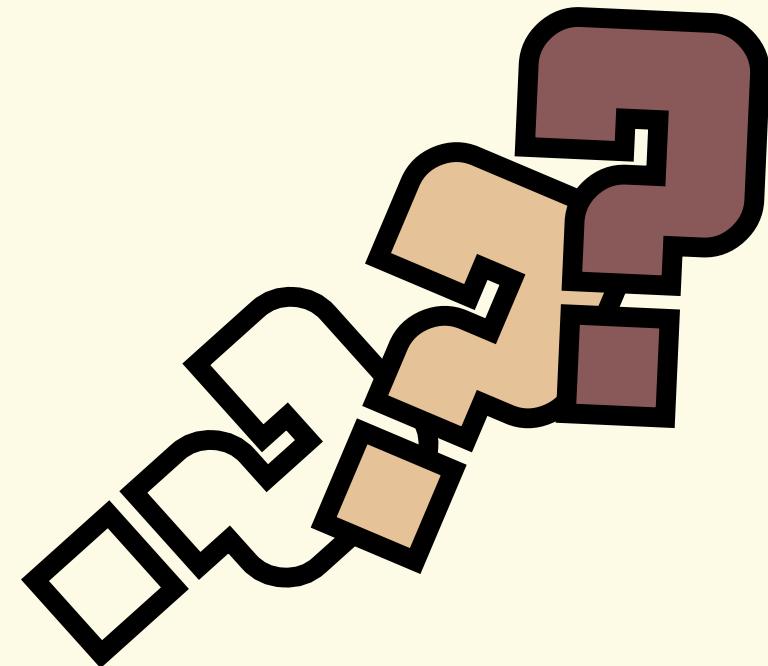
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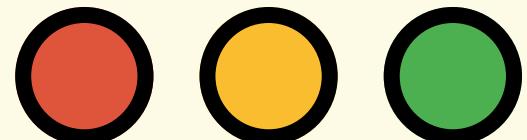
Book Lovers, Aspiring Writers, K-drama/C-drama Fans





Budget Airline Ticket





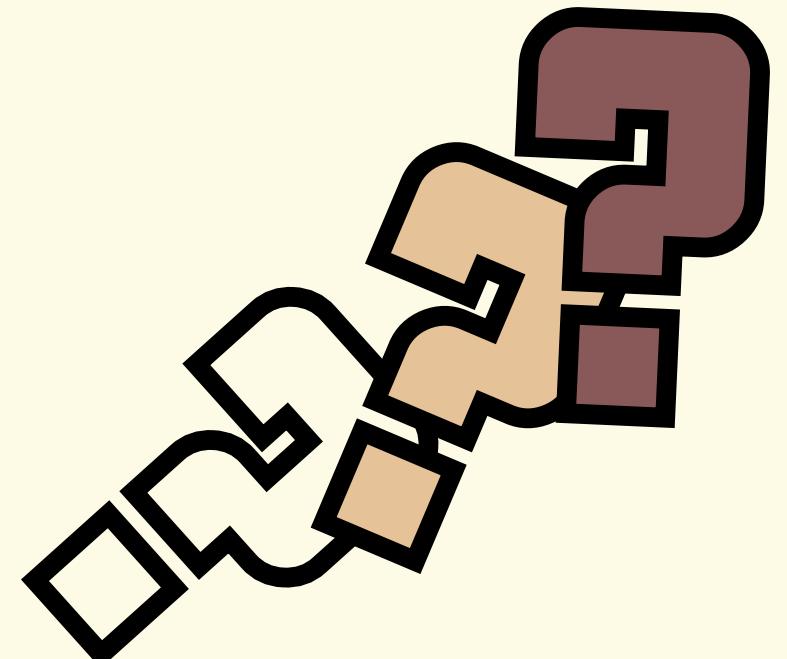
Budget Airline Ticket

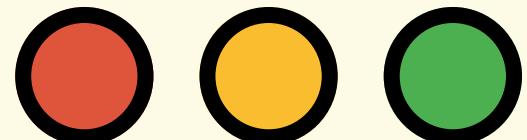
TARGET MARKET:

Budget Travelers, backpackers, OFW's

Booking Start From Today

40%
DISCOUNT





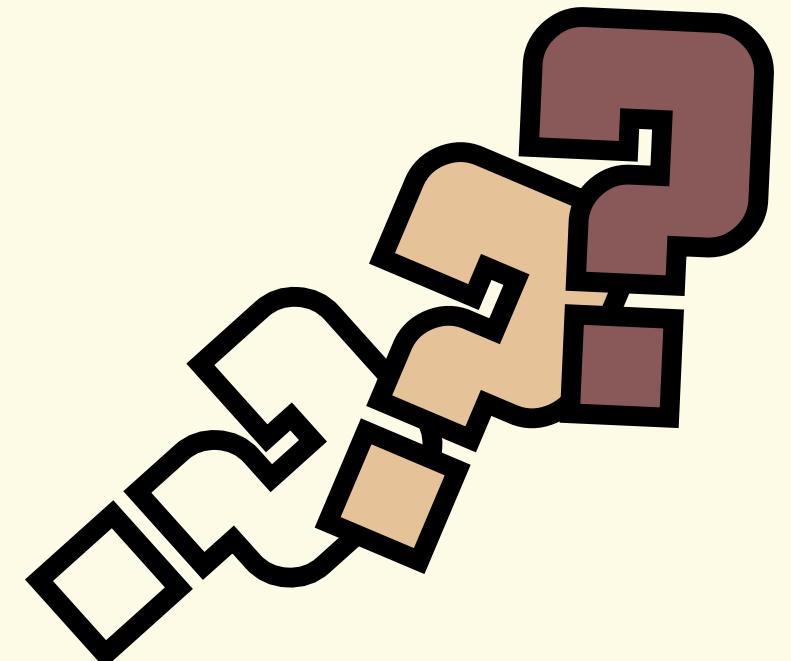
Budget Airline Ticket

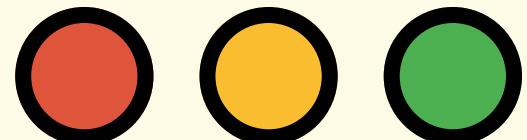
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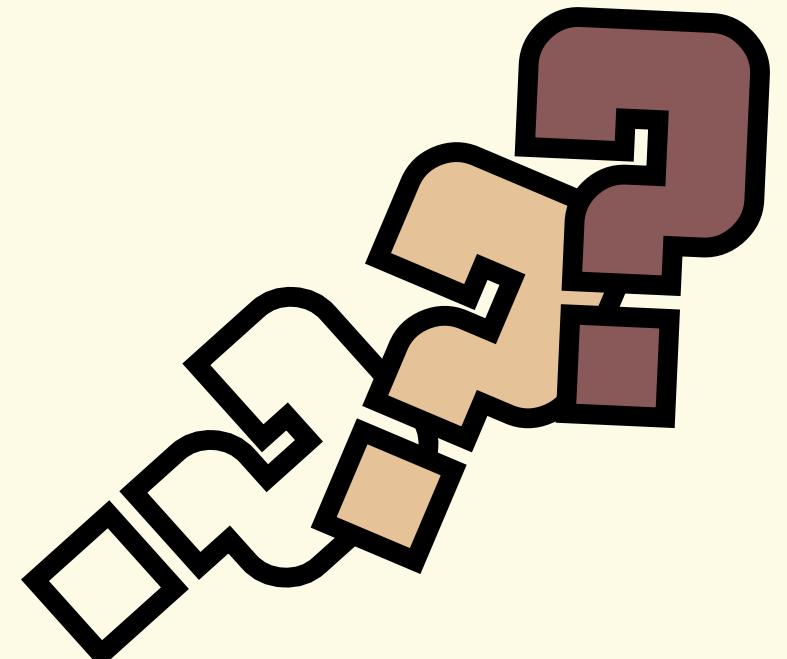
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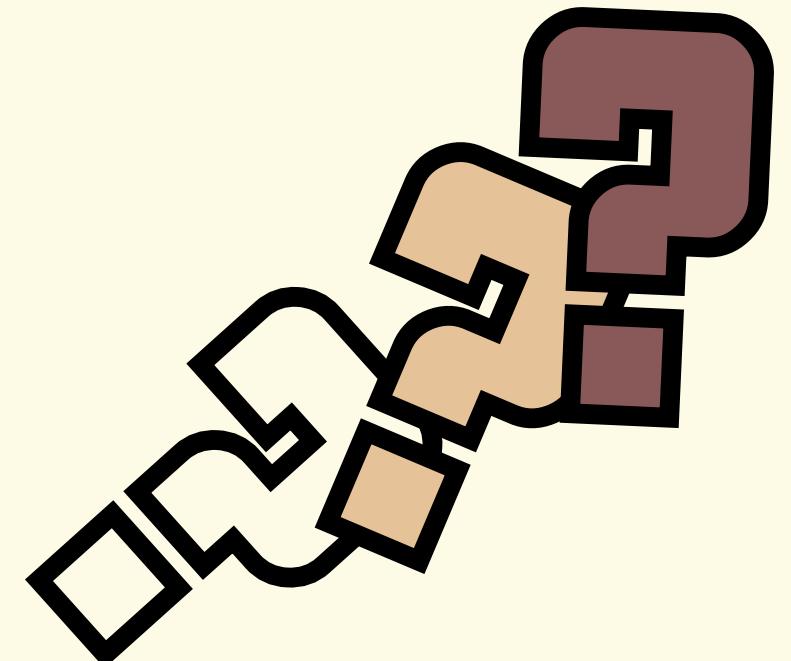
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SUMMARY

Let's Start

