

Marketing Orientation Marketing Framework Value

MARKETING ORIENTATION

- What is a Market?
 - Self-Sufficiency Stage
 - Barter
 - Centralized Markets

CONCEPTS IN MARKETING THOUGHT & PRACTISE

I. Production Concept



CONCEPTS IN MARKETING THOUGHT & PRACTISE

II. Product

Marketing Myopia

CONCEPTS IN MARKETING THOUGHT & PRACTISE

II. Product

E.g.?

Hamara Bajaj



ROYAL ENFIELD



HERO HONDA



CONCEPTS IN MARKETING THOUGHT & PRACTISE

“In the factory we manufacture cosmetics, in the store we sell hope”

Who said this???

CONCEPTS IN MARKETING THOUGHT & PRACTISE

III. Selling (era of 'Willy' Loman)

IV. Marketing

“Customer is the Starting Point”

V. Holistic Marketing

Everything matters!!

- Relationship Marketing
- Integrated Marketing
- Internal Marketing
- Societal Marketing

- “A social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others”.
- Kotler
- According to this definition, what is the focus of marketing?

MARKETING - Definition

- NEED?
 - A state of felt deprivation
 - Needs can only be IDENTIFIED (NOT created)
 - Needs will never fade away
 - One fades and more and more arises



Maslow's Hierarchy of Needs



MARKETING - Definition

- WANT?
 - Specific Satisfier of the Needs
 - Hungry (Need) – McDonald's Burger / Idli



MARKETING - Definition

- DEMAND?

- Want backed-up by the buying power and the willingness to buy



- PRODUCT?

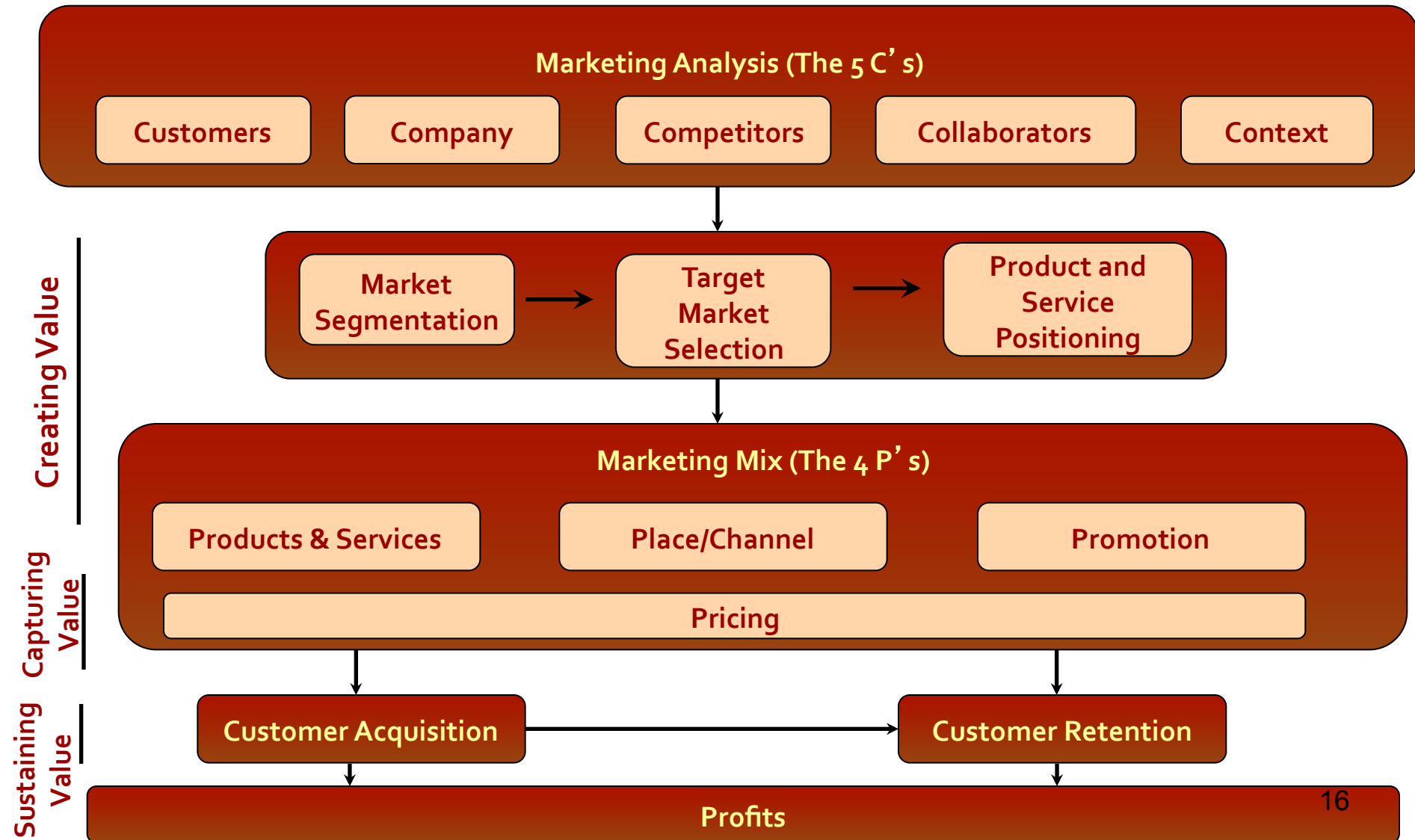
- Something that addresses a specific need; bundle of utilities

MARKETING - Definition

- A reason to **TRY**
- A strong reason to **BUY**
- A compelling reason to **STAY**

Marketing Framework

(Source: Dolan, 2000)



- What is a Market?
- Concepts in Marketing
 - Production
 - Product
 - Selling
 - Marketing
 - Holistic Marketing
 - Relationship Marketing
 - Integrated Marketing
 - Internal Marketing
 - Performance Marketing
- Definitions: Need, Want, Demand, Product & Marketing
- Marketing Framework

- Name tags
- Become conscious, start realizing and observing brands around you
- Favorite links:
 - HUL
 - P&G
 - ITC Portal
 - Nestle
 - Top 3 Consumer Durable Companies
 - And others
- The Economic Times
- At least one business magazine
- Suggested readings
- Download logo quiz
- QUIZZES may be based on readings mentioned
- CASE PRESENTATIONS