

# Unit-1

An Introduction to Marketing.

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## After this Session You should be able to:-

- What is Marketing.
- Definition of Marketing.
- Concept of Marketing.
- Nature and scope of Marketing.
- Difference between Sales and Marketing.

# Marketing.

- Marketing is nothing but any kind of activity taken by a company in order to attract potential customer towards their product and services.
- Main functions of Marketing is to understand their customer on regular basis and understand their requirements.
- Marketing is an ongoing process in order to establish a relationship with your potential customer.

# Definition

According to Philip Kotler- The father of Marketing, "Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others.

Marketing is an ongoing process of discovering and translating consumer needs and desires in to products and services, creating demands for these products and services, serving the consumer and his demand through a network of marketing channels and expanding the market base in the face of competition "

# Concept of Marketing

- Production Concept.
- Product Concept.
- Selling Concept.
- Marketing Concept.
- Societal Concept.

# Nature of Marketing

- It is an Art as well as science.
- It is a Managerial Function.
- It is an Economic Activity.
- It is focused on Customer.
- Humankind Affairs.
- Marketing is a Dynamic Activity.
- Profitable Utility.

# Scope of Marketing

- Research
- Planning
- Product Development.
- Product Pricing.
- Product Packaging.
- Storage and Transportation.
- Promotion.
- Sales and Customer Support.

# Difference Between Selling and Marketing.

- Selling focused on Product where as Marketing activity is focused on consumer.
- Selling is short term Planning but Marketing is long term planning.



Thank You.