



TECHNICAL UNIVERSITY OF KENYA

FACULTY OF APPLIED SCIENCES AND TECHNOLOGY

SCHOOL OF COMPUTING AND INFORMATION TECHNOLOGY

DEPARTMENT OF COMPUTER SCIENCE AND INFORMATICS

GROUP 2

MARKETING MANAGEMENT

SCII/00817/2019
Isaac

Wambiri

SCII/00832/2019
Makira

Meshack

SCII/00828/2019
Cherotich

Gloria

SCII/00815/2019
Makira

Meshack

SCII/00825/2019
Orina

Michael

MARKETING MANAGEMENT

This is the control and operations of various marketing activities including planning, executing, and tracking the marketing strategy of an organization.

Historical development of marketing

With the movement of societies from agriculture and individual self sufficient to economy which is built around labor division and specialization, urbanization and industrialization.

- 1. The production orientation stage** – here the main emphasis was on production since the economy was characterized by shortages. Marketing had very little attention this was a period of up to 1930.
- 2. Sales orientation stage** – here the producers began to manufacture goods in Large quantities anticipating future orders. Here there was further division of labor occurred and the interested parties tended to settle near each other. This was a period of up to 1950.
- 3. Marketing orientation stage** – due to industrial revolution there was migration of rural to urban management. There was emphasis on growth of manufacturing emphasis because there was higher demand than supply but then

supply got higher than demand shifting emphasis to marketing.

4. Social responsibility and human orientation stage –

the conditions of 1970's led to this fourth stage characterized by concern for the society, the emphasis is on social responsibility of the marketers for their survival in the industries. Marketers must be concerned therefore with creating a better quality of life rather than material standard of living.

Concepts of marketing management

1. Marketing mix: The marketing mix consists of the four Ps these are: -
 - Product -what is being sold
 - Price- the monetary value of the products
 - Place- where the product will be sold
 - Promotion- how the customers will be lured to buy the product
2. Segmentation, targeting, and positioning (STP): STP is a framework for identifying and targeting specific customer groups based on their characteristics, needs, and behavior.
3. Market research: Market research involves gathering and analyzing information about customer needs, preferences, and behavior. This information is used to inform marketing strategies, product development, and customer communications.
4. Branding: This is creating a unique and recognizable identity for a company or product. This includes

developing a brand name, logo, and visual identity, as well as creating messaging and positioning that differentiates the brand from competitors.

5. Marketing communications: Marketing communications encompasses all the ways in which a company communicates with its customers and stakeholders. Including advertising, public relations, direct marketing, social media, and other forms of communication.
6. Customer relationship management (CRM): CRM involves managing interactions with customers throughout the customer journey, from acquisition to retention. This includes collecting customer data, analyzing customer behavior, and creating personalized experiences that foster loyalty and engagement.
7. Digital marketing: Digital marketing involves using digital channels, such as social media, email, and search engines, to promote products and services. This includes creating digital campaigns, optimizing websites for search engines, and using analytics to measure performance.

Activities during marketing

- o Setting goals and developing strategies that can be used in marketing
- o Performing market research i.e., knowing your customers
- o Devising marketing campaigns
- o Identifying a company's target market i.e., the people who are most likely to highly use the product

- o Managing content on various channels (e.g., social media, email marketing, etc.) and across different mediums (e.g., copy, images and videos, and podcasts)
- o Execution of marketing strategies and marketing plans.

o Objectives of marketing management

- o Attracting new customers- to increase the market for the product of an organization
- o Profitability – this is simplified by saying that increase of sales leads to higher profit.
- o Good public reputation – for customer attractions the company must look good in the eyes of the same customers
- o Satisfying customer demands
- o Maximizing market share

Importance of marketing management

1. Target Customers

Since this process is extensively based on research and forward-looking, organizations can define a target market, which makes it easier to curate products and experiences apt for them.

2. Opportunities

Amidst the research and curating a plan, new or unexplored opportunities come to light that can significantly increase the revenue and profitability of the organization. Especially for e-commerce websites where data of their competitors are so closely guarded, a digital marketing management process helps them find better data points to consider.

3. Decision Making

The current campaign provides a better reach for its customers and a future course of action for the organization. Using previous campaigns, the organization can set prices, select better approaches, and the distribution medium can be fixed accordingly.

4. New Leads

These campaigns help the organization find potential customers and provide them with enough opportunities to raise brand awareness, sales, and a more significant consumer base.

5. Employment

Setting up distribution networks, logistics, warehousing, sales promotion, etc., provides ample avenues for organizations to create employment opportunities for multiple roles.

6. Organizational Goals

A well-marketed campaign results in a more extensive customer base, better sales, and profits. Therefore, the organizational objectives and goals are achieved and can be measured in quantitative terms. etc.

Functions of marketing management

1. Finding the Best Distribution Channels

Distribution is about deciding how you'll get the goods or services you want to sell to the people who want to buy them. Having an idea for a product is great, but if you aren't able to get that product to the customers you aren't going to make money.

2. Financing an Enterprise

It takes money to make money. As a business owner, an important function of marketing a product is finding the money through investments, loans, or your personal capital to finance the creation and advertising of your goods or services.

3. Deep Market Research

This is gathering information concerning your target customers.

4. Setting Prices

Setting the correct price for your product or service can be a challenge but this can be easily set by ensuring you know the market.

5. Product and Service Management

This involves listening to customers, responding to their wants and needs, and keeping your products and services fresh and up to date.

6. Promotional Channels

This is advertising your products and services to attract new customers and keeping existing customers.

7. Matching Products to Customers

ensure that the products being develop can really fit the available pool of customers.

Characteristics of marketing management

1. Customer-orientation:

All business activities should be directed to create and satisfy the customer. Emphasis on the needs and wants of consumers keeps the business on the right track.

2. Marketing Research:

Under the marketing concept; knowledge and understanding of customer's needs, wants and desires is very vital. Therefore, a regular and systematic marketing research program is required to be in line with the needs of customers with time.

3. Marketing Planning:

The marketing concept calls for a goal-oriented approach to marketing. The overall objectives of the firm should be the earning of profits through satisfaction of customers. On the basis of this goal, the objectives and policies of marketing and other departments should be defined precisely. Marketing planning helps to inject the philosophy of consumer-orientation into the total business systems and serves as a guide to the organization's efforts.

4. Integrated Marketing:

The activities and operation of various organizational units should be properly coordinated to achieve the defined objectives.

5. Customer Satisfaction:

The aim should be to maximize profit over the long run through the satisfaction of customers wants.