

Lecture #2 & 3

MKTM503

Marketing Management-I



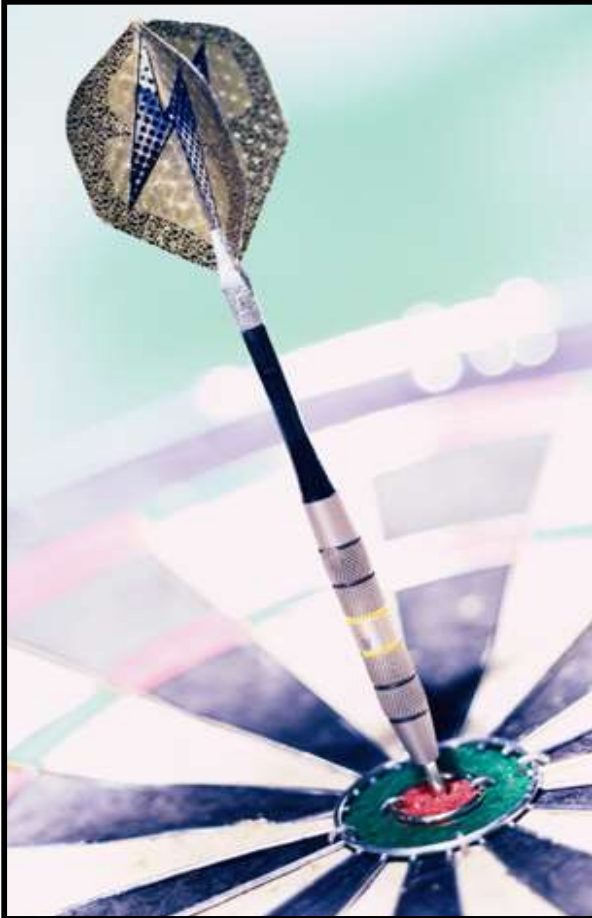
Rajesh Verma



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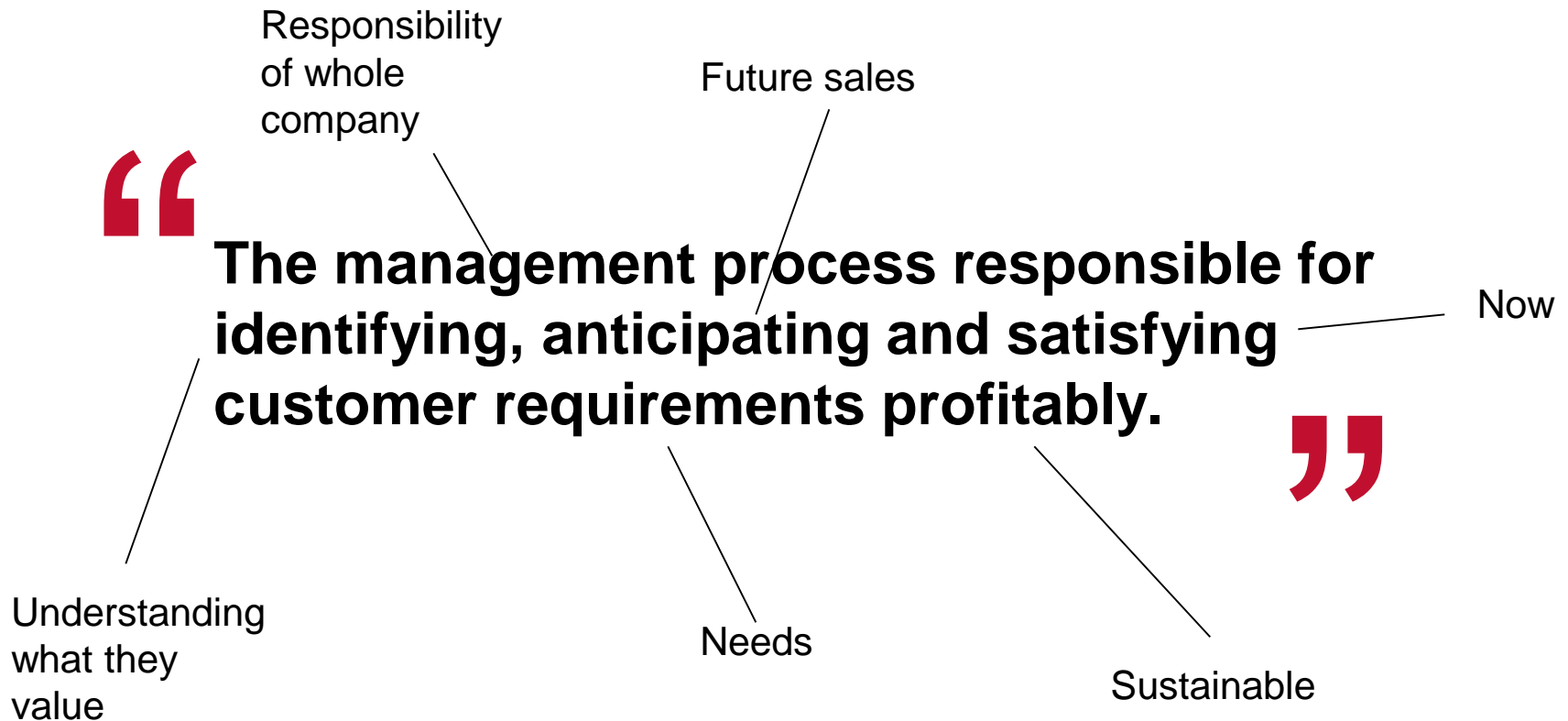
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LEARNING OUTCOMES



After this session you will be able to:

- Understand what is marketing and apply the core marketing concepts to different contexts.

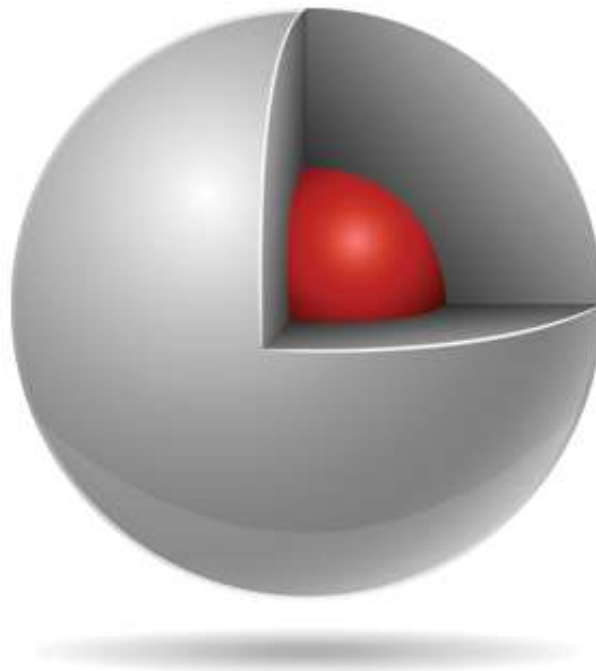




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CORE CONCEPTS



Core
Concepts



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IDENTIFY THE NEED



“In the factory we make cosmetics. In the store we sell hope”.



Charles Revson,
Founder of Revlon



1. NEEDS & WANTS

- **Needs:** the basic human requirements such as for air, food, water, clothing, and shelter. It is a state of felt deprivation.
- **Wants:** specific objects that might satisfy the need
- **Demands:** wants for specific products backed by an ability to pay
- When a need is not satisfied, a person will do one of two things:
 - look for an object that will satisfy it; or
 - try to reduce the need.



Do marketer create or satisfy needs?

Option	Answer
A	Create
B	Satisfy





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IDENTIFY THE NEED



INSURANCE



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IDENTIFY THE NEED



Communication



Transportation



Safety



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Types of Needs

STATED

REAL

UNSTATED

DELIGHT

SECRET

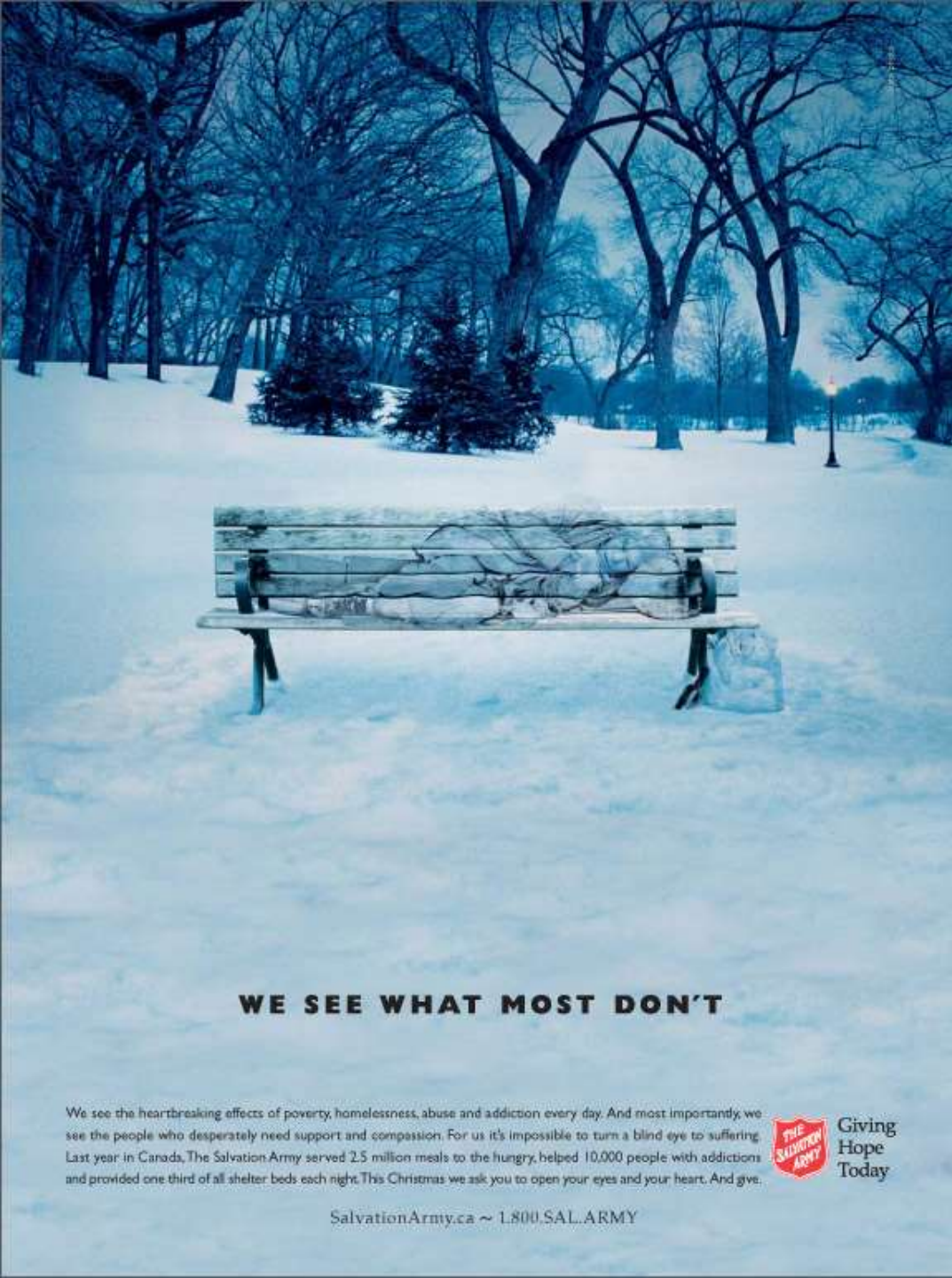
Recapitulate Activity-Maslow's Hierarchy of Needs





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Identify the Needs



WE SEE WHAT MOST DON'T

We see the heartbreaking effects of poverty, homelessness, abuse and addiction every day. And most importantly, we see the people who desperately need support and compassion. For us it's impossible to turn a blind eye to suffering. Last year in Canada, The Salvation Army served 2.5 million meals to the hungry, helped 10,000 people with addictions and provided one third of all shelter beds each night. This Christmas we ask you to open your eyes and your heart. And give.



Giving
Hope
Today

SalvationArmy.ca ~ 1.800.SAL.ARMY

Option	Needs
A	Physiological
B	Safety
C	Social/Love
D	Esteem
E	Self-actualization



CAN'T LIVE WITHOUT IT

B

Option	Needs
A	Physiological
B	Safety
C	Social/Love
D	Esteem
E	Self-actualization

DASANI



RENTING WITHOUT STATE FARM IS LIKE

C

Option	Needs
A	Physiological
B	Safety
C	Social/Love
D	Esteem
E	Self-actualization



Visit us online at statefarm.com to see how we can help protect you from the unexpected.



WANTED:

A COMMITMENT TO
CONSTANTLY PUSH YOURSELF
AND THOSE BY YOUR SIDE.

MARINES.COM
1-800-MARINES

THERE ARE NO FEMALE MARINES. ONLY MARINES.

Honor. Courage. Commitment. It takes much more than physical strength to become a United States Marine. But those who prove themselves worthy of carrying the title and the values of the Corps will be changed forever.



MARINES
THE FEW. THE PROUD.

D

Option	Needs
A	Physiological
B	Safety
C	Social/Love
D	Esteem
E	Self-actualization





Option	Needs
A	Physiological
B	Safety
C	Social/Love
D	Esteem
E	Self-actualization



Target Market, Positioning and segmentation

- Target market
- Positioning
- Segmentation



■ Situation

- Jio has grown at a breathtaking pace by acquiring 252 million subscribers within 24 months of its commercial launch. Almost 400 million subscribers as of June 2020.
- Customers, want Jio to respond to the offers they receive from competitors.
- 600,000 to 800,000 customers call every single day for a better deal.

■ How should Jio respond?





- **Solution:** “Real-time promotional response system,” an automated system that accesses a database of competing offers to decide how to respond intelligently to each customer.
- Check Legitimacy—match offer or let customer go—Design right offer—Present Offer to Customer
- **Personalization takes customer segmentation down to the level of a “segment of one” – each customer being treated as a unique segment.**
- **Sentient marketing** is a set of capabilities and processes that enable enterprises to create *personalized customer engagement at scale and in real-time*.



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Forbes

Billionaires

Innovation

Leadership

Money

Consumer

Industry

Lifestyle

1,209 views | Jan 14, 2019, 11:48am

Sentient Marketing: Customer Engagement At The Speed Of Data



Mohanbir Sawhney Contributor ⓘ

CMO Network

I analyze trends and current events in technology, marketing and AI.

-
- f** Every second of every day, companies are inundated by massive volumes of data from diverse sources: sensor data, clickstream data, location data,
- t** social data, video data, and so forth. But the pace at which enterprises can leverage this data to sense and respond intelligently to customers lags well

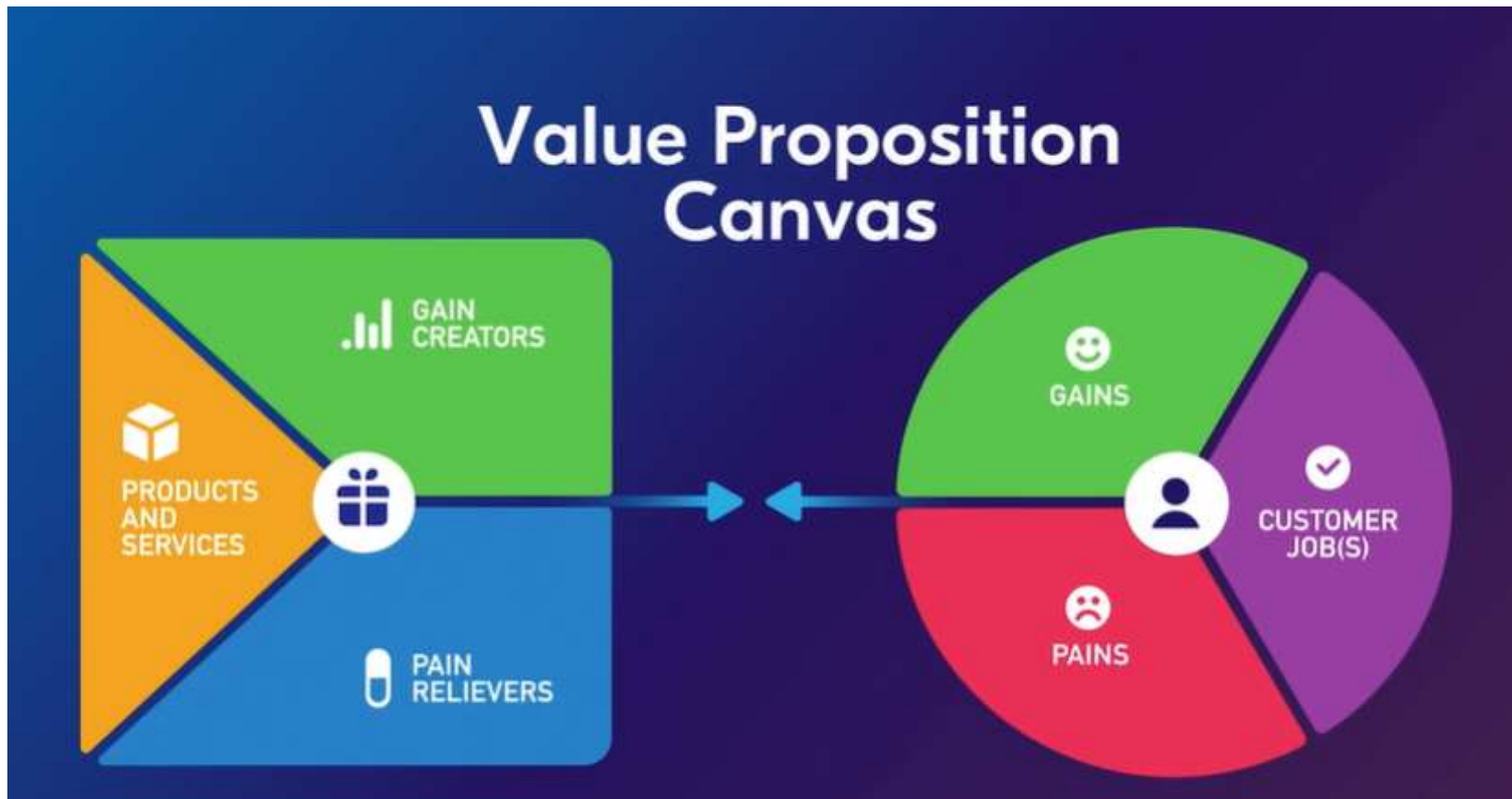
<https://www.forbes.com/sites/mohanbirsawhney/2019/01/14/sentient-marketing-customer-engagement-at-the-speed-of-data/#12f1024a3d32>

3. Offerings and Brands

- **Value proposition:** a set of benefits that satisfy needs
- **Offerings:** a combination of products, services, information, and experiences
- **Brands:** an offering from a known source



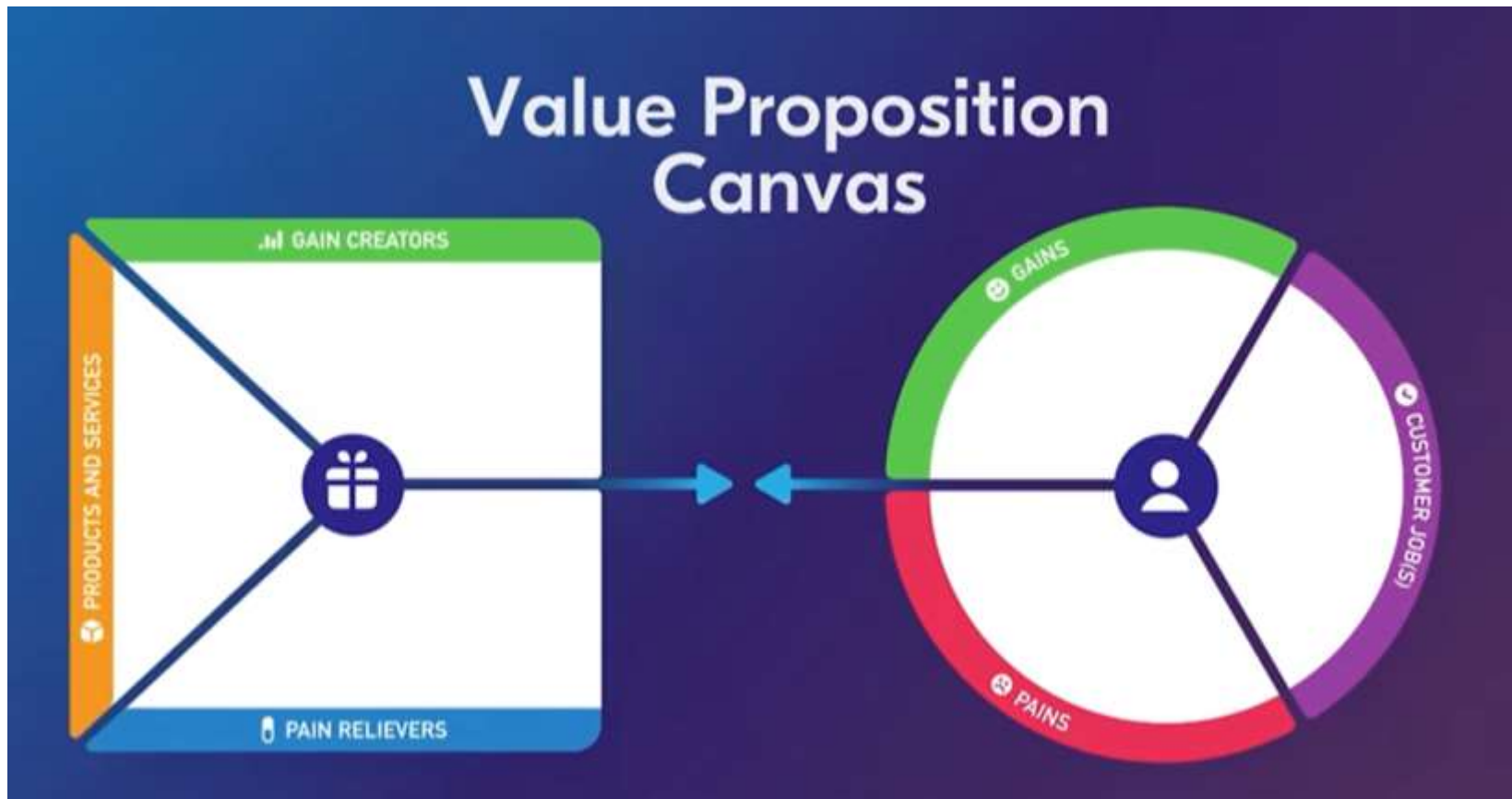
Value Proposition



Value Map

Customer Profile

Prepare Canvas for Uber



Company Offerings

Customer Needs



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4. Marketing Channels

COMMUNICATION

DISTRIBUTION

SERVICE

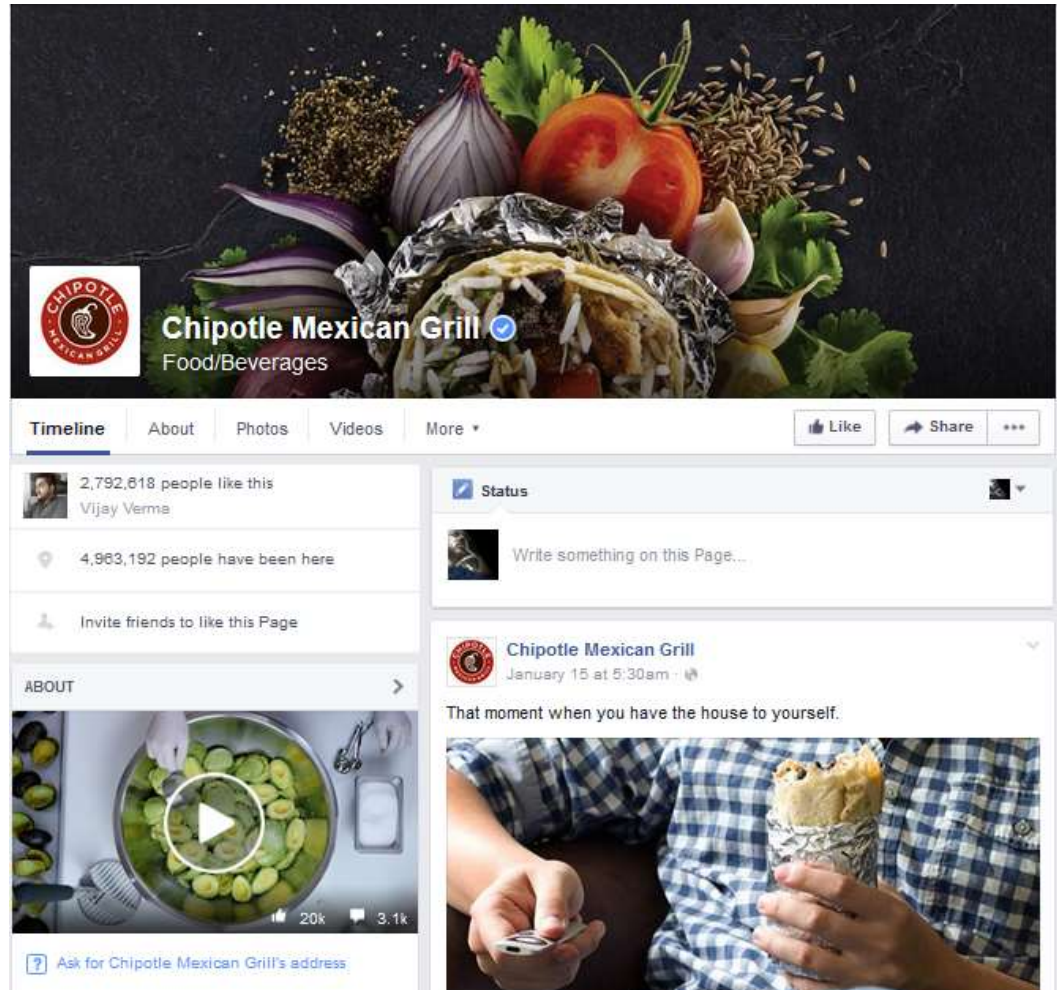


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5. Paid, Owned and Earned Media

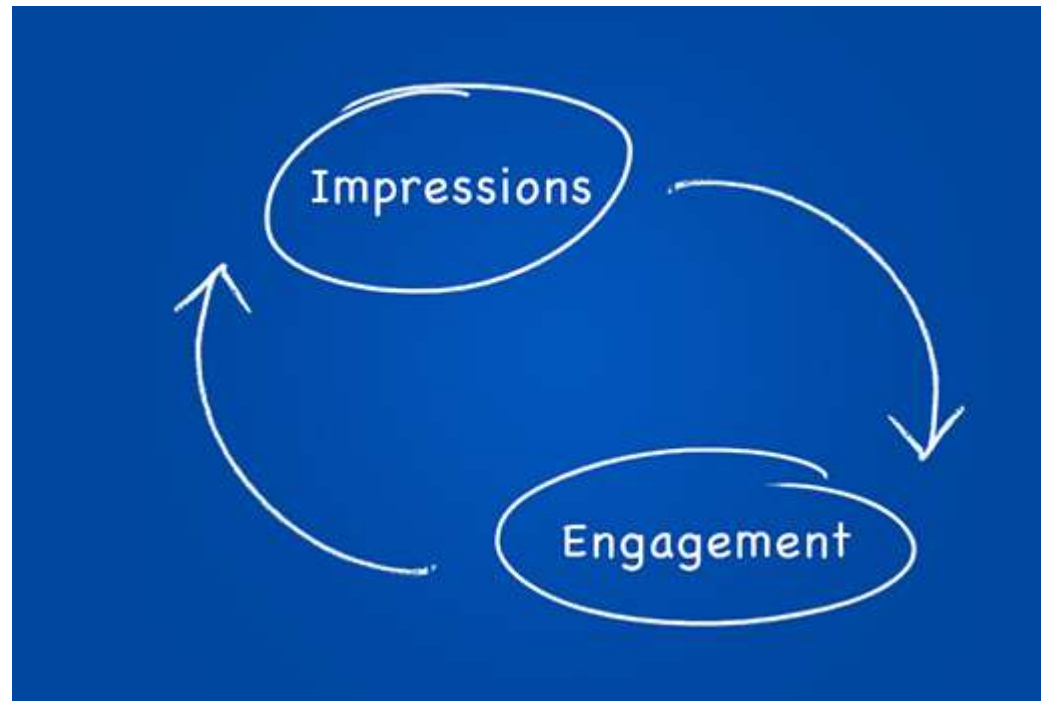
- **Paid media:** TV, magazine and display ads, paid search, and sponsorships
- **Owned media:** a company or brand brochure, web site, blog, facebook page, or twitter account
- **Earned media:** word of mouth, buzz, or viral marketing





6. Impressions and Engagement

- **Impressions:** occur when consumers view a communication
- **Engagement:** the extent of a customer's attention and active involvement with a communication







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7. Value and Satisfaction

Value is a ratio between what the customer *gets* & what he *gives*.

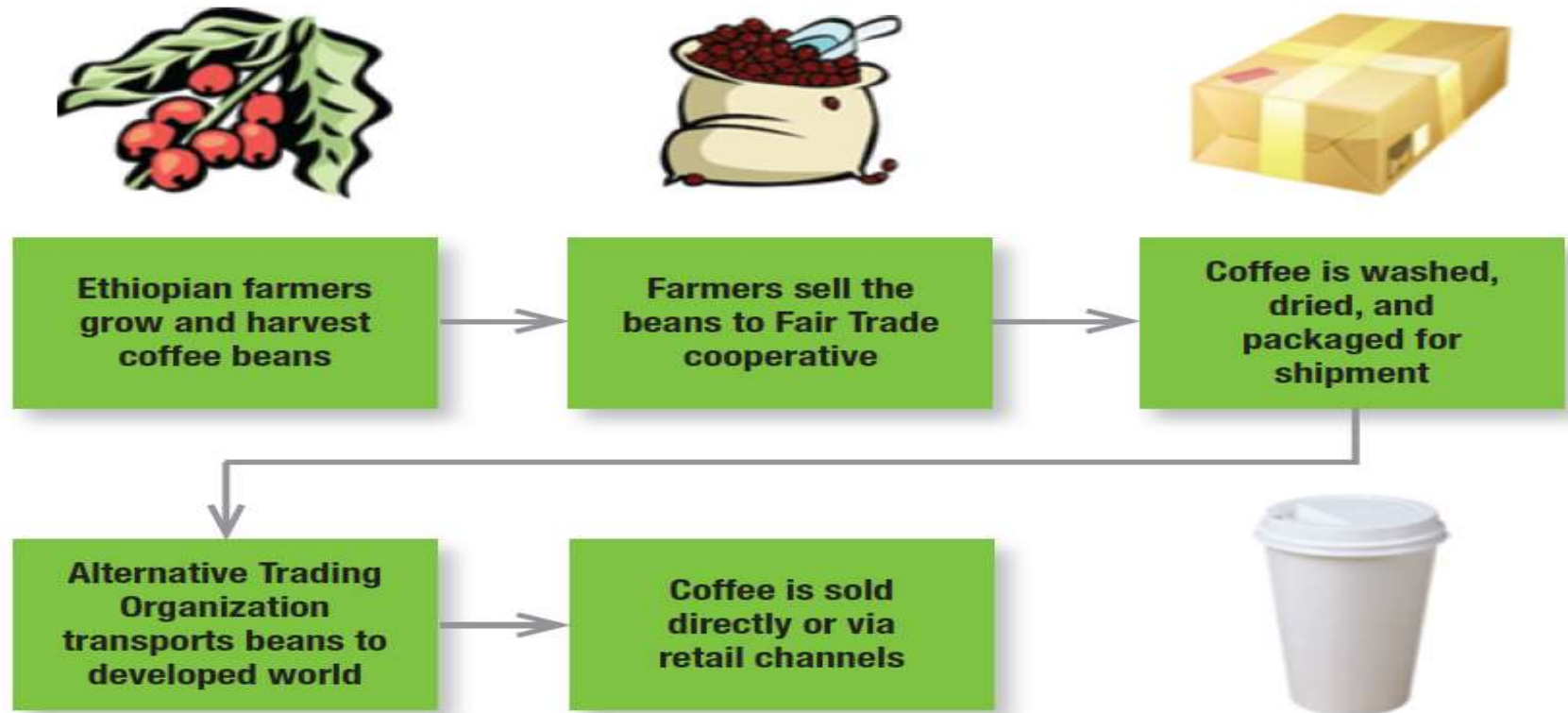
Value = What customers get/What he gives
= Benefits/Costs
= (Functional benefits + emotional benefits)/
(Monetary + time + energy + psychic costs)



How can marketers increase Value?

8. Supply Chain

Supply chain: a channel stretching from raw materials to components to finished products carried to final buyers





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9. Competition

Competition: all the actual and potential rival offerings and substitutes a buyer might consider.

Example: An automobile manufacturer can buy steel from U.S. Steel in the United States, from a foreign firm in Japan or Korea, or from a mini-mill such as Nucor at a cost savings, or it can buy aluminum parts from Alcoa to reduce the car's weight or engineered plastics from Saudi Basic Industries Corporation (SABIC) instead of steel.

Are Airlines a competition to Railways?



10. Marketing Environment

- Task environment: the actors engaged in producing, distributing, and promoting the offering
- Broad environment:
 - Demographic environment,
 - Economic environment,
 - Social-cultural environment,
 - Natural environment,
 - Technological environment, and
 - Political-legal environment





To create customer value, companies can use which of the following options:

- A. Increase benefits
- B. Decrease costs
- C. Use a combination of (A) & (B)
- D. All A, B, C are correct
- E. All A, B, C are wrong





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Any Questions?



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