

Lecture #4

MKTM503 Marketing Management-I



Rajesh Verma



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

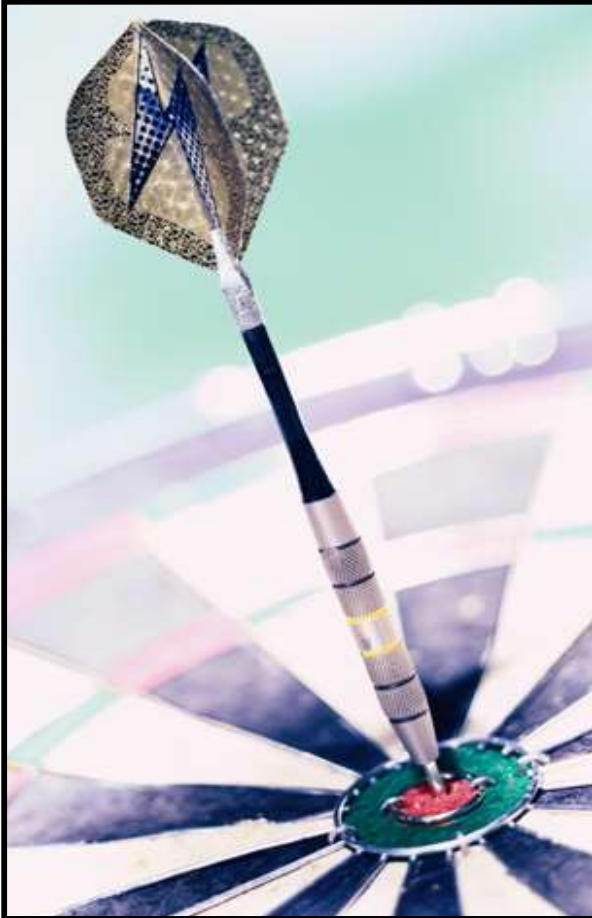




L
P
U

MITTAL
SCHOOL OF BUSINESS

LEARNING OUTCOMES



After this session you will be able to:

- **Discuss** what all can be marketed and **understand** the scope of marketing.
- **Differentiate** between company orientation towards the Marketplace.

SCOPE - WHAT IS MARKETED?

Goods



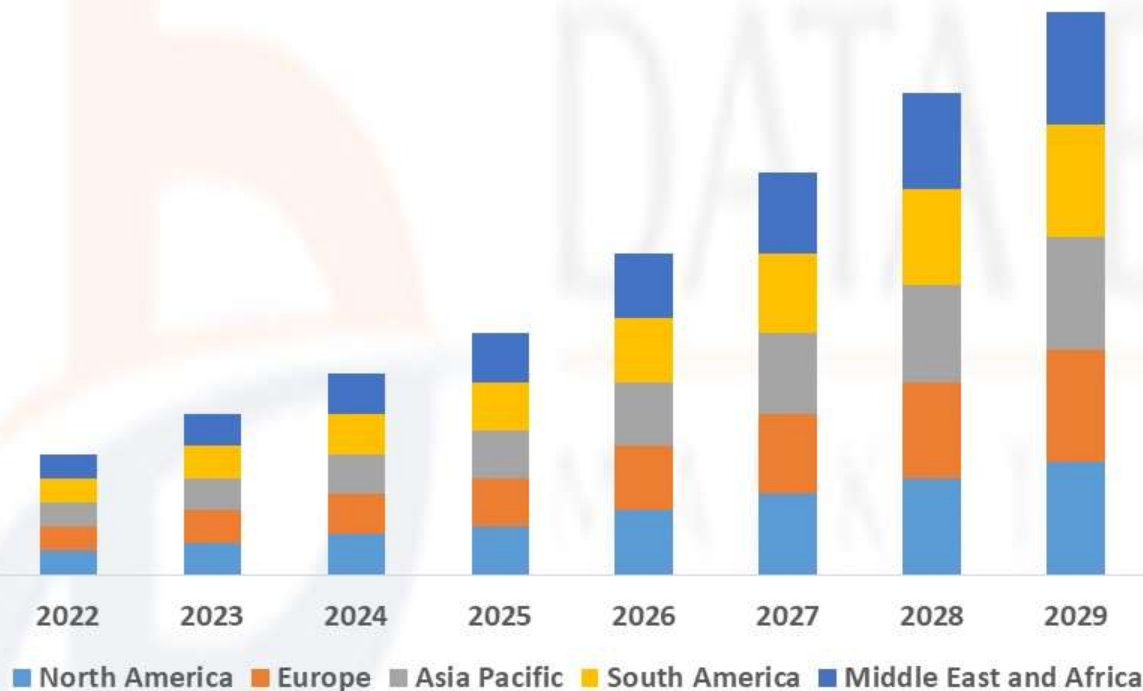


L
P
U

MITTAL
SCHOOL OF BUSINESS

News

Global White Goods Market is Expected to Account for USD
1220.85 Billion by 2029



Global White Goods Market, By
Regions, 2022 to 2029



DATA BRIDGE MARKET
RESEARCH

DMCA Protected © Data Bridge Market Research- All Rights Reserved.

Source: Data Bridge Market Research Market Analysis Study 2022



<https://www.databridgemarketresearch.com/reports/global-white-goods-market>



L
P
U

MITTAL
SCHOOL OF BUSINESS

News

NEWS SITES ▾

Follow us: [Twitter](#) [Facebook](#) [LinkedIn](#) [YouTube](#) [Instagram](#)

ET **BRANDEQUITY.com**
From The Economic Times

4th edition **BRANDEQUITY.com**
iStream
congress '22

Keynote Speaker
Harit Nagpal
MD & CEO, Tata Play

Taj



[Home](#) [NEWS ▾](#) [FEATURES ▾](#) [DIGITAL](#) [BE LIMITLESS](#) [EVENTS ▾](#) [BRAND SOLUTIONS ▾](#)

[MARKETING](#) • [ADVERTISING](#) • [MEDIA](#) • [BUSINESS OF BRANDS](#) • [PEOPLE REPORT](#) • [ISTREAM CONGRESS](#) • [THE BIG LEAP](#) • [MORE ▾](#)



[Marketing & Advertising News](#) / [Latest Marketing & Advertising News](#) / [Business of Brands](#)

'Wheels on Kirana': CEAT bets for FMCG style of distribution to increase the reach

The company, which has successfully partnered with kirana store operators, small automobile spare parts sellers and puncture repair shops, feels that it has more or less "saturated" penetration in places with 25,000 population in the country and there is a need to go to even lesser populated areas for its two-wheeler tyres.

PTI • August 19, 2022, 14:50 IST

GIVE YOUR CUSTOMERS
**FREEDOM
FROM JUNK**

[Download](#)

The CMO's Guide to
Email Delivery Platforms

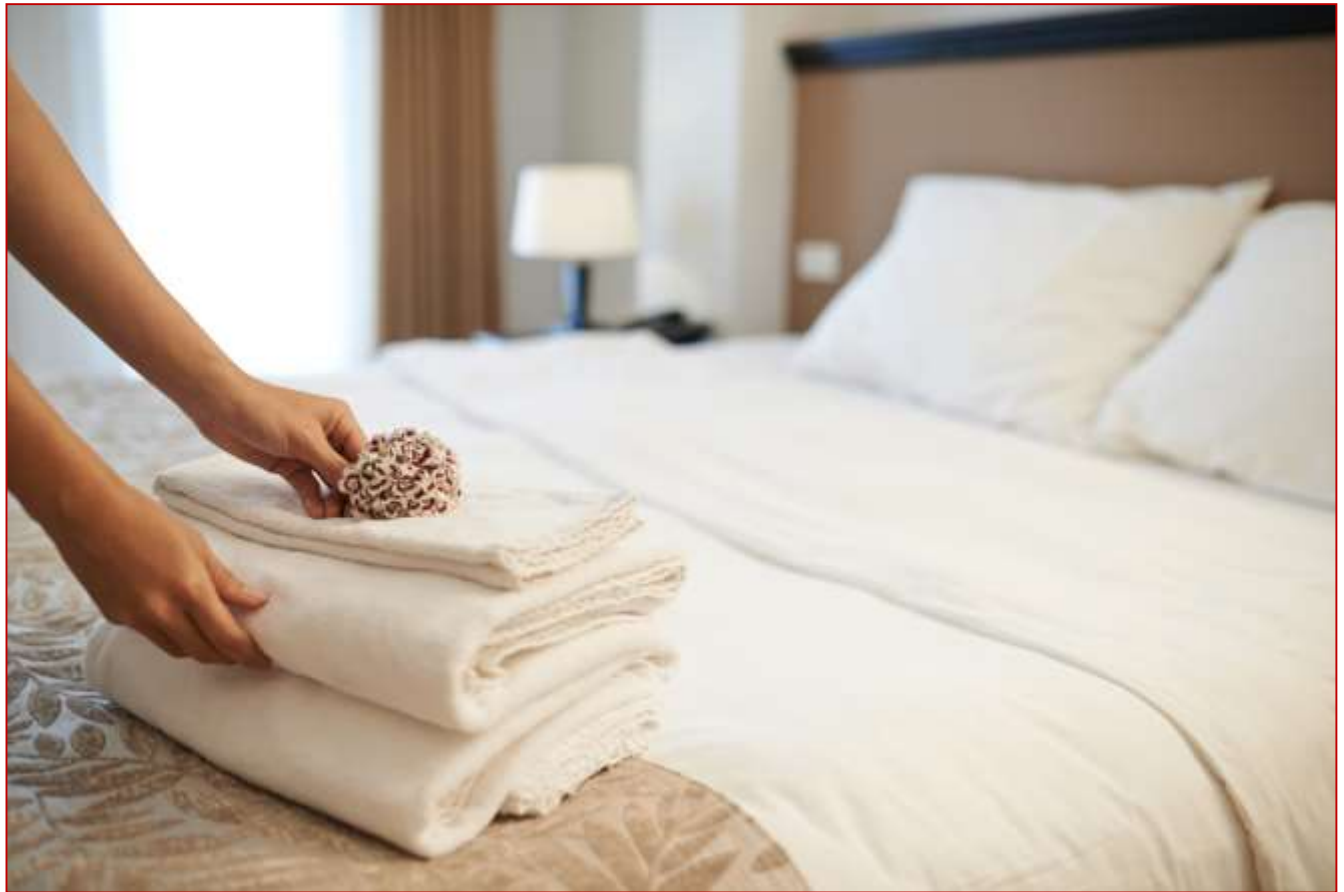


L
P
U

MITTAL
SCHOOL OF BUSINESS

WHAT IS MARKETING?

Services





L
P
U

MITTAL
SCHOOL OF BUSINESS

News

Premier Inn

Our Good Night Guarantee

We pride ourselves on making your stay a comfortable one, which is why we guarantee a good night's sleep or your money back. If you'd like to know more, or need anything else, please ask a team member, we'd love to help.

**GOOD NIGHT
GUARANTEE**
OR YOUR MONEY BACK



Room No.

8



L
P
U

MITTAL
SCHOOL OF BUSINESS

SCOPE - WHAT IS MARKETED?

Events



NEWS SITES ▾

ET **BRANDEQUITY.com**
From The Economic Times[🏠](#) [NEWS ▾](#) [FEATURES ▾](#) [DIGITAL](#) [BE LIMITLESS](#) [EVENTS ▾](#) [BRAND SOLUTIONS ▾](#)
[MARKETING](#) • [ADVERTISING](#) • [MEDIA](#) • [BUSINESS OF BRANDS](#) • [PEOPLE REPORT](#) • [ISTREAM CONGRESS](#) •

Marketing & Advertising News / Latest Marketing & Advertising News / Marketing

Kajaria Ceramics becomes title sponsor for India's Zimbabwe tour 2022

This is the tiles company's first foray into title sponsorship.

BE Staff • ETBrandEquity • August 18, 2022, 17:50 IST



L
P
U

MITTAL
SCHOOL OF BUSINESS

News



[HOME](#) [SERVICES](#) [NEWS](#) [EDUCATION](#) [ABOUT US](#)

Search

FIFA World Cup 2022 Kit Suppliers Market Analysis Report: Nike will Boast the Largest Number of Individual Deals - Analyzing Sponsorship Deal Values, Brand Coverage, Spend, and Visibility - ResearchAndMarkets.com

August 29, 2022 06:32 AM Eastern Daylight Time

DUBLIN--(BUSINESS WIRE)--The "FIFA World Cup 2022 Kit Suppliers Market - Analyzing Sponsorship Deal Values, Brand Coverage, Spend, and Visibility" report has been added to **ResearchAndMarkets.com's** offering.

"FIFA World Cup 2022 Kit Suppliers Market - Analyzing Sponsorship Deal Values, Brand Coverage, Spend, and Visibility"

Nike will boast the largest number of individual deals at this years competition, with only two other brands (adidas and PUMA) set to boast more than one major team deal.

The adidas and Nike kits for Germany and France will rank as the two most lucrative kit deals ta Qatar, as both rival brands invest heavily in



L
P
U

MITTAL
SCHOOL OF BUSINESS

SCOPE - WHAT IS MARKETED?

Experiences





L
P
U

MITTAL
SCHOOL OF BUSINESS



LIFESTYLE ASIA

STYLE

FOOD & DRINK

TRAVEL

CULTURE

BEAUTY & GROOMING

GEA

GUIDES

COVID-19

Travel 31 Aug 2022 06:43 PM

Thailand banks on big fat Indian weddings to boost its tourism revenue

ESHITA SRINIVAS

share this article



Thailand recently stated that it aims to tap into the 'pent-up demand' from the lucrative Indian wedding industry to help boost tourism. To do this, officials have teamed up with wedding planners in India, estimating a boost in revenue between Rs 1,30,886 – 1,52,700 crores (THB 600-700 billion) approximately. Here's all about it.



L
P
U

MITTAL
SCHOOL OF BUSINESS

SCOPE - WHAT IS MARKETED?

Persons





L
P
U

MITTAL
SCHOOL OF BUSINESS

SCOPE - WHAT IS MARKETING?

Places





L
P
U

MITTAL
SCHOOL OF BUSINESS

SCOPE - WHAT IS MARKETED?

Properties

 **SAYA
SOUTH X**
GREATER NOIDA WEST

**REDEFINING
HIGHSTREET
EXPERIENCE**

SHOPPING
DINING
BANQUET
ENTERTAINMENT
BUSINESS SUITES

Enquire Now @ 011-43099509



L
P
U

MITTAL
SCHOOL OF BUSINESS

SCOPE - WHAT IS MARKETED?

Organizations

TATA

**WHY WOULD WE CARE ABOUT
THIS MAN'S TOMATO FARM?**

- Because Sadhan Baske is a beneficiary of the Tata Steel Rural Development Society's innovative cultivation techniques, such as water harvesting.
- Because we believe our wellness is directly proportionate to the wellness of our society.
- Because no farmer should go hungry when there is no rain.
- Because, when our farmers' stomachs are full, the nation's reserves will be overflowing.
- Because an industrial revolution is not possible without another green revolution.
- Because India cannot prosper if her villages suffer.
- Because it's not just a company policy, it's an unwavering belief.
- Because, every time another farmer yields a bumper crop, steel flourishes alongside.
- Because however strong our steel may be, our values remain stronger.

TATA STEEL
Values stronger than steel

Sadhan Baske
Beneficiary, Tata Steel Rural Development Society



L
P
U

MITTAL
SCHOOL OF BUSINESS

SCOPE - WHAT IS MARKETED?

Information

NCAER | SINCE 1956 | QUALITY. RELEVANCE. IMPACT

LIVELIHOOD AND HEALTH CHALLENGES OF RIVERINE COMMUNITIES OF THE RIVER GANGA

TATA CENTRE FOR DEVELOPMENT AT UCHICAGO | **THE UNIVERSITY OF CHICAGO**

Water-To-Cloud



2020 | JULY

60



L
P
U

MITTAL
SCHOOL OF BUSINESS

ET **BRANDEQUITY.com**

From The Economic Times

4th edition
iStream congress '22
Co-Powered By **VIACOM18**
Block your seat before the prices rise on **25th Aug, 2022**
#ETISTREAM
14th Sep 2022
Taj Santacruz, Mumbai
REGISTER NOW

MARKETING ADVERTISING MEDIA BUSINESS OF BRANDS PEOPLE REPORT ISTREAM CONGRESS

THE BIG LEAP MORE ▾

Marketing & Advertising News / Latest Marketing & Advertising News / Digital

IRCTC's plan to monetise rail passenger data under review

The IRCTC has set the August 29 deadline for submission of bids for the consultancy service. Officials said there is no question of the agency monetising the data pertaining to individual customers. "We have only floated a tender for engaging a consultant, who will study and suggest the road map for data monetisation keeping in mind the existing

MessageBird

GIVE YOUR CUSTOMERS
FREEDOM FROM JUNK

Download

The CMO's Guide to
Email Delivery Platforms



L
P
U

MITTAL
SCHOOL OF BUSINESS

SCOPE - WHAT IS MARKETED?

Idea





L
P
U

MITTAL
SCHOOL OF BUSINESS

Any Questions?



LPU Live Q2239 - MKT503

LPU Live Q2240 - MKT503

