

INTRODUCTION TO MARKETING

“ MARKETING IS A TOTAL SYSTEM OF INTERACTING BUSINESS ACTIVITIES DESIGNED TO PLAN , PRICE , PROMOTE , AND DISTRIBUTE WANT-SATISFYING PRODUCTS AND SERVICES TO THE PRESENT AND POTENTIAL CUSTOMERS ”

- WILLIAM J. STANTON

NATURE OF MARKETING

- MARKETING IS AN INTEGRATED PROCESS.
- MARKETING IS CUSTOMER ORIENTED.
- MARKETING IS SYSTEM.
- MARKETING IS CREATIVE.
- GOAL ORIENTED.
- MARKETING IS UNIVERSAL.
- MARKETING IS SCIENCE AS WELL AS AN ART.
- MARKETING AN EXCHANGE ACTIVITY.
- MARKETING IS A CONTINUOUS PROCESS.
- SELECTION OF TARGET MARKETS.

SCOPE OF MARKETING

- ANALYZING CUSTOMER NEEDS AND WANTS.
- ANALYZING CONSUMER BEHAVIOUR.
- PRODUCT PLANNING AND DEVELOPMENT.
- PRICING DECISIONS.
- DISTRIBUTION.
- PROMOTION.
- COMPANY ANALYSIS.
- COMPETITOR ANALYSIS.

CORE CONCEPT OF MARKETING

- NEEDS , WANTS , DEMANDS.
- PRODUCT.
- CUSTOMER VALUE.
- EXCHANGE & TRANSACTION.
- MARKET.
- GOODS-SERVICES CONTINUUM.
- UTILITY.
- COST , SATISFACTION & QUALITY.
- RELATIONSHIP MARKETING & NETWORKS.
- MARKETERS.

FUNCTIONS OF MARKETING

- MARKET INFORMATION.
- RESEARCH.
- BUYING FUNCTION.
- MARKET PLANNING.
- EXCHANGE FUNCTION.
- PRODUCT DESIGNING & DEVELOPMENT.
- PRODUCTION.
- PROMOTION.
- STANDARDISATION & GRADING.
- PRICING.
- DISTRIBUTION.
- PACKAGING , LABELLING & BRANDING.
- FINANCING.
- RISK-TAKING.
- CUSTOMER SUPPORT.

IMPORTANCE OF MARKETING

IMPORTANCE TO THE MARKETERS

- FINANCIAL SUCCESS.
- MARKETING IS OFTEN THE ROUTE TO THE TOP.
- ENHANCES SALES.
- DEVELOPS COMPANY'S IMAGE.
- MAJOR COMPONENT OF PRODUCT PRICING.

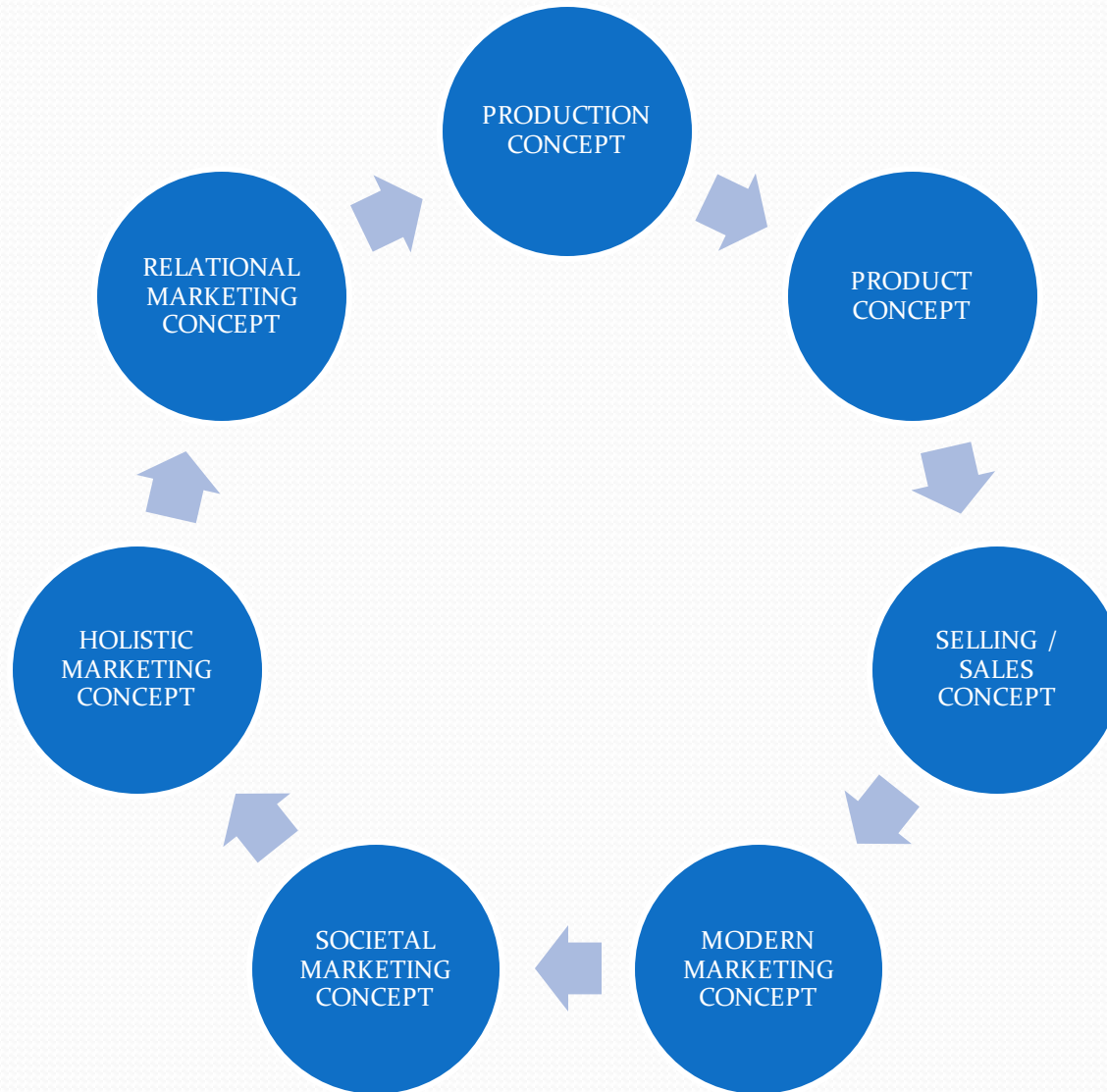
IMPORTANCE TO THE CUSTOMERS

- AVAILABILITY OF GLOBAL GOODS.
- PROMOTES PRODUCT AWARENESS.
- CREATING UTILITIES.

IMPORTANCE TO THE SOCIETY

- PROTECTION AGAINST DEPRESSION.
- JOB OPPORTUNITIES.
- AVAILABILITY OF VARIOUS PRODUCTS.

MARKETING CONCEPTS / ORIENTATIONS



MODERN MARKETING CONCEPT

CONSUMER
SURVEYS

RESEARCH &
ANALYSIS

PRODUCT &
MARKET

PRODUCTION

DISTRIBUTION

SALES

CONSUMER
SATISFACTION

OBJECTIVES OF MARKETING MANAGEMENT

CREATING NEW
CUSTOMERS

SATISFYING
CUSTOMER'S
NEEDS & WANTS

INCREASING
THE BUSINESS
PROFITABILITY

ENHANCING
THE STANDARD
OF LIVING

MANAGING THE
MARKETING
MIX

FUNCTIONS OF MARKETING MANAGEMENT

DEFINING MARKETING OBJECTIVES

PLANNING

ORGANISING

STAFFING

DIRECTING

COORDINATING

MOTIVATION

CONTROLLING

ANALYSIS & EVALUATION

PROMOTION

RESEARCH & DEVELOPMENT

PROCESS OF MARKETING MANAGEMENT



SETTING
MARKETING
OBJECTIVES

ANALYSING
MARKETING
OPPORTUNITIES

RESEARCHING &
SELECTING TARGET
MARKET

DESIGNING
MARKETING
STRATEGIES

PLANNING
MARKETING
PROGRAMMES
ORGANISING ,
IMPLEMENTING &
CONTROLLING
THE MARKETING
EFFORT

THANK YOU