

1 WHAT IS MARKETING?

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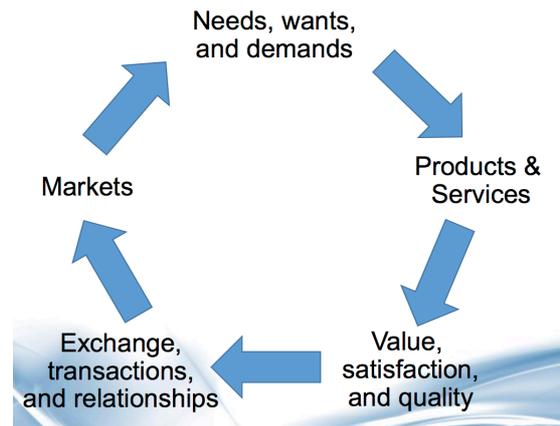
Marketing: a social and managerial process by which individuals and groups obtain what they need and want through **creating and exchanging products and values** with others

Marketing is the management activity concerned with:

- Identifying the needs of consumer
- Developing appropriate products
- Offering to specific groups of consumers
- Systematic plan to price, promote and distribute product
- Mutual gain for provider and consumer

Marketing influences:

- Brands you buy
- Attitudes you have
- Product placement in store
- Colours on labels
- Layout and design of store
- Location to buy product



MARKETING INFLUENCES:

Needs: states of felt deprivation (physical, social, individual)

Wants: form taken by human needs as they are shaped by culture and individual personality

Demands: human wants that are backed up by buying power (social, physical)

PRODUCTS

- Can be offered to market to satisfy need or want (physical objects, services, persons, places, ideas and organisation)
- Expression goods and services to distinguish between tangible and intangible ones

CUSTOMER VALUE AND SATISFACTION

Value helps customers choose:

- Do customers make rational choices?
- Is value perceived or real?

Customer VALUE

- Benefits of customer owning and using product VS costs of obtaining product

Customer SATISFACTION

- Based on perceived performance
- Expectations VS perceived performance

EXCHANGE

Exchange: act of obtaining something we desire from someone by offering something in return

MARKET

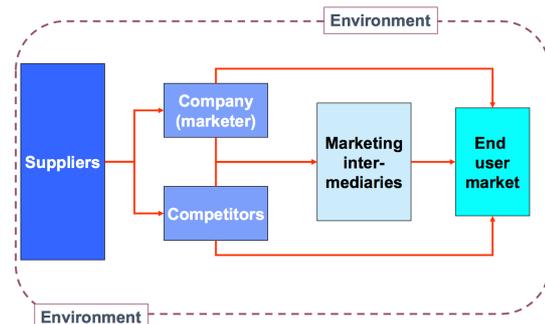
Marketing: set of all actual **potential** buyers of a product that share a particular need or want that can be satisfied through exchange

- Labour market consists of people seeking work or are employed
- Markets interrelate through exchange process (local, national, global)

MARKETING MANAGEMENT

Marketing management: analysis, planning, implementation and control of **programs designed to create, build and maintain beneficial exchanges with target buyers** for achieving organisational goals

- Manages demand → helps manage customer relations
- Organisations can ensure to keep customers satisfied and provide them value also meeting needs and wants
- Builds profitable customer relationship



MARKETING CONCEPT

- Holds key to achieving organisational goals
- **Places the consumer as the focal point**
- Four premises:
 1. consumer orientation
 2. continuous marketing research
 3. organisational activities and strategies are integrated
 4. convert satisfied consumers into loyal consumers

WHAT DO MARKETERS DO?

- Environmental scanning + analysis
- Marketing research + analysis
- Design **products**
- Set **prices**
- Identify **places**
- Coordinate **promotion**
- Manage relationships (**people**)

GROUPS VS TEAMS

Groups:

- focus on individual goals
- variable commitment to implement decisions made

Teams:

- use interdependence
- accept mutual accountability
- synergistic outcomes occur

SMART GOALS

Specific | **M**easurable | **A**ttainable | **R**ealistic | **T**ime