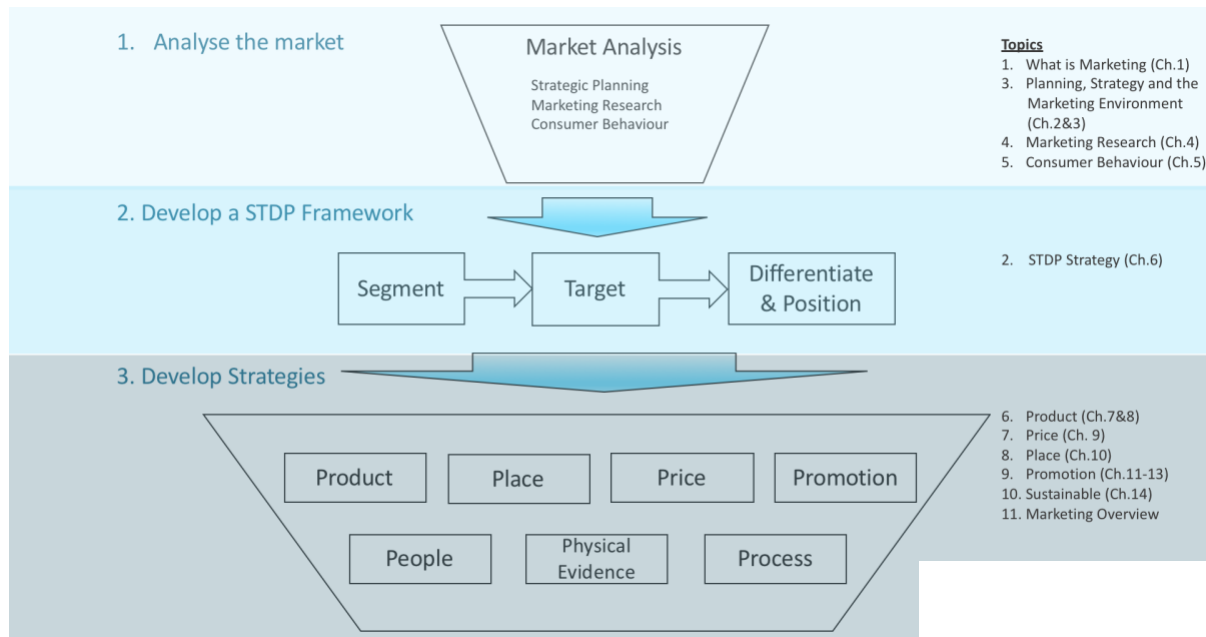# MARKETING FUNDAMENTALS
MMK101

Lecture 1 – What is Marketing?

Define marketing, and outline the steps in the marketing process

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Steps of the marketing process:
1. Mission identification
2. Situation analysis
3. Marketing strategy/planning
4. Marketing Mix
5. Implementation and control

Explain the importance of understanding consumers and the marketplace

It is important to understand both your consumers and the marketplace in order to maximise the success of your product/service.

Consumer – keep them happy and give them something that is unique and constantly satisfies their needs.

Marketplace – produce a unique product/service so that your business is rare within the marketplace. This gives the business the best possible opportunity for success.

### Identify the key elements of a customer-driven marketing strategy

Identifying the target market: what customers will we serve?
How can the service/product be at maximum value: how can we serve the customers, best?

A **market offering** is a product that is some combination of goods, services and experiences that can be offered to a market to satisfy a need or want.

Lecture 2 – Segmentation, Targeting, Differentiation and Positioning

Define the main steps in designing a customer-driven marketing strategy: market *segmentation*, *targeting*, *differentiation* and *positioning*.

Figure 6.1 Designing a customer-driven marketing strategy
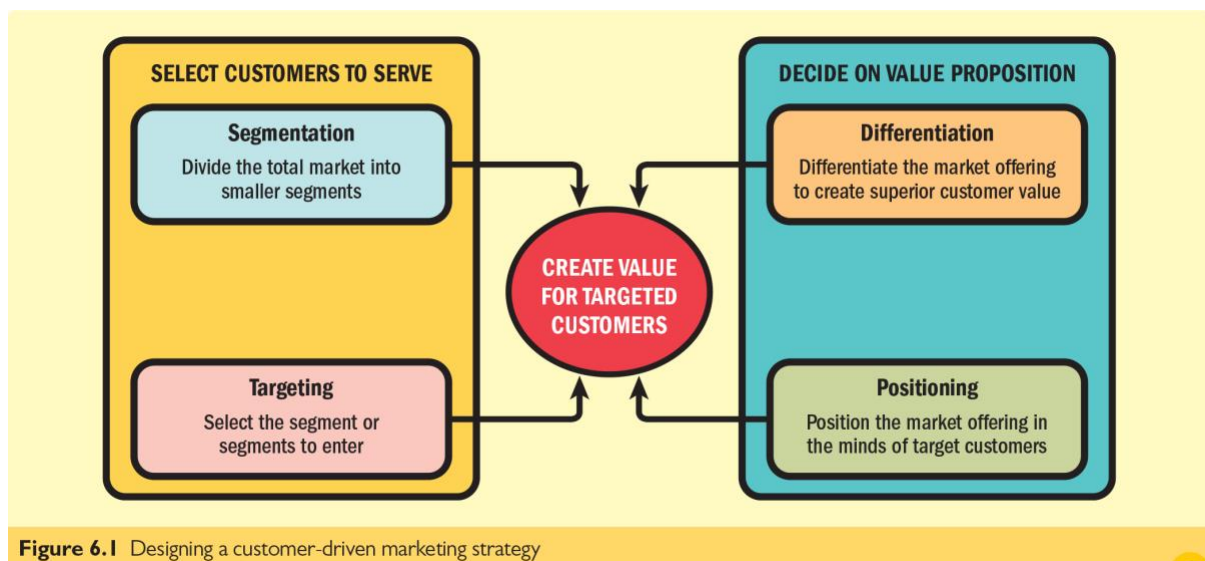
List and discuss the main bases for segmenting consumer markets

An example would be the different types of hotels: luxury and upscale, midscale or economical.

Bases of segmentation:
- **Demographic** – age, sex, family size, income, socioeconomic, occupation, education, religion, nationality
- **Geographic** – region, city size, density, climate
- **Psychographic** – value/attitudes, personality, lifestyle, social class, opinions
- **Behavioural** – purchase occasion, user status, usage rate, loyalty status, readiness, benefits sought

Requirements for effective segmentation:
- Must be accessible – able to be reached and served
- Substantial – segment size is profitable
- Differentiable – segments are conceptually different and respond to different marketing mix
- Actionable – effective programs can be designed to serve segments