

MMK101 MARKETING FUNDAMENTALS – EXAM DEFINITIONS

Source: PRINCIPLES OF MARKETING 6e, ARMSTRONG ET AL, PEARSON EDUCATION

Chapter 1

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.

Needs: states of felt deprivation

Wants: the form of human needs take as shaped by culture and individual personality

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

Marketing myopia: the mistake of paying more attention to the specific products of a company offers than to the benefits and experiences produced by these products.

Exchange is the act of obtaining a desired object from someone by offering something in return.

Transaction: a trade between two parties that involves at least two things of value, agreed-upon conditions, and a time and place of agreement.

Market: the set of all actual and potential buyers of a product or service

Marketing management is the art and science of choosing target markets and building profitable relationships with them.

Demarketing: marketing in which the task is to temporarily or permanently reduce demand

Production concept: the idea that consumers will favour products that are available and highly affordable, and that the organisation should therefore focus on improving production and distribution efficiency.

Product concept: the idea that consumers will favour products that offer the most quality, performance and features, and that the organisation should therefore devote its energy to making continuous product improvements.

Selling concept: the idea that consumers will not buy enough of the firm's products unless it undertakes a large-scale selling and promotion effort.

Marketing concept: the marketing management philosophy which holds that achieving organisational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions better than competitors do.

Societal marketing concept: the idea that a company's marketing decisions should consider consumer's wants, the company's requirements, consumers' long-run interests and society's long-run interests.