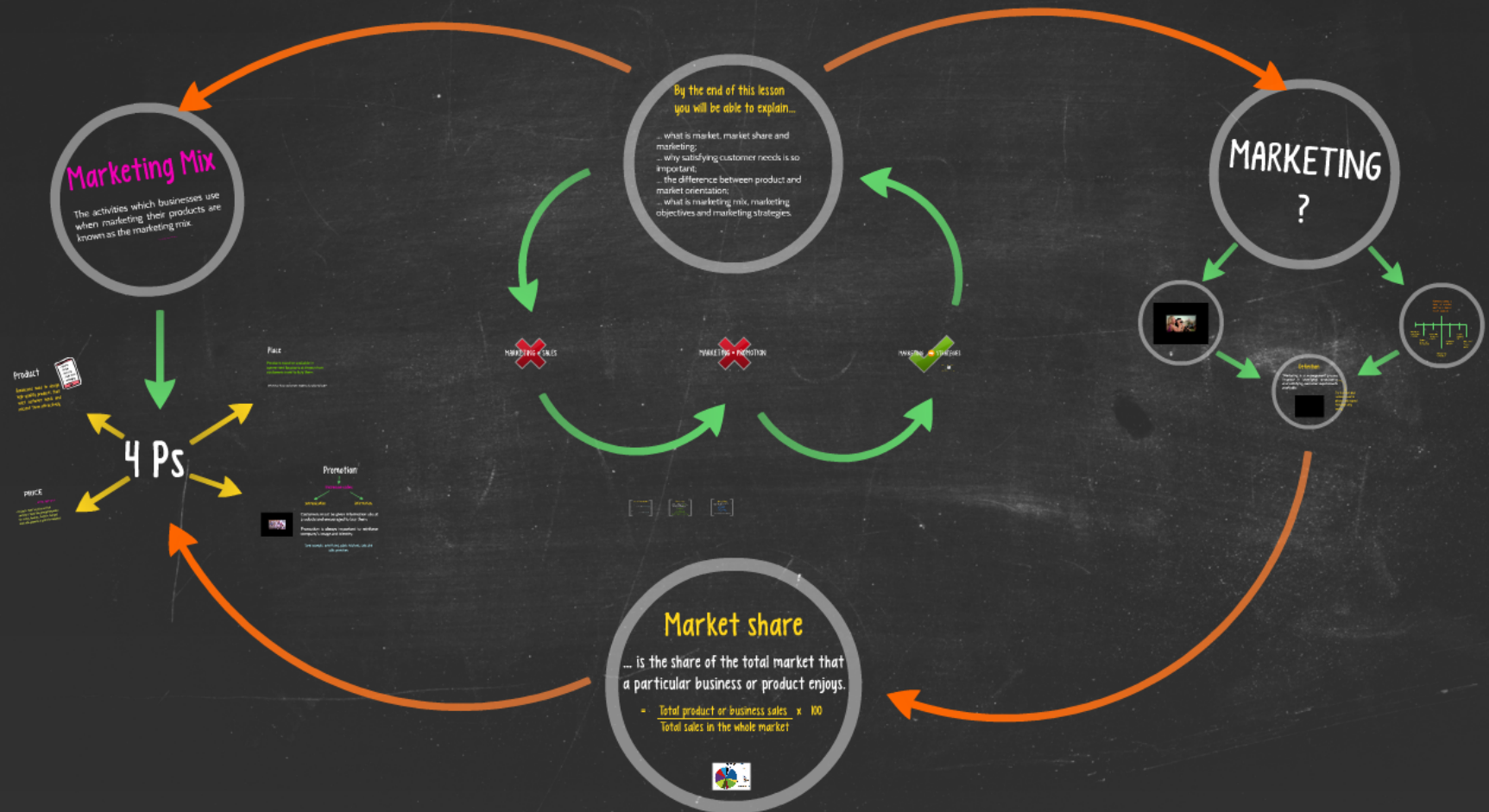


MARKETING

Art or Science?



Markets and the role of marketing

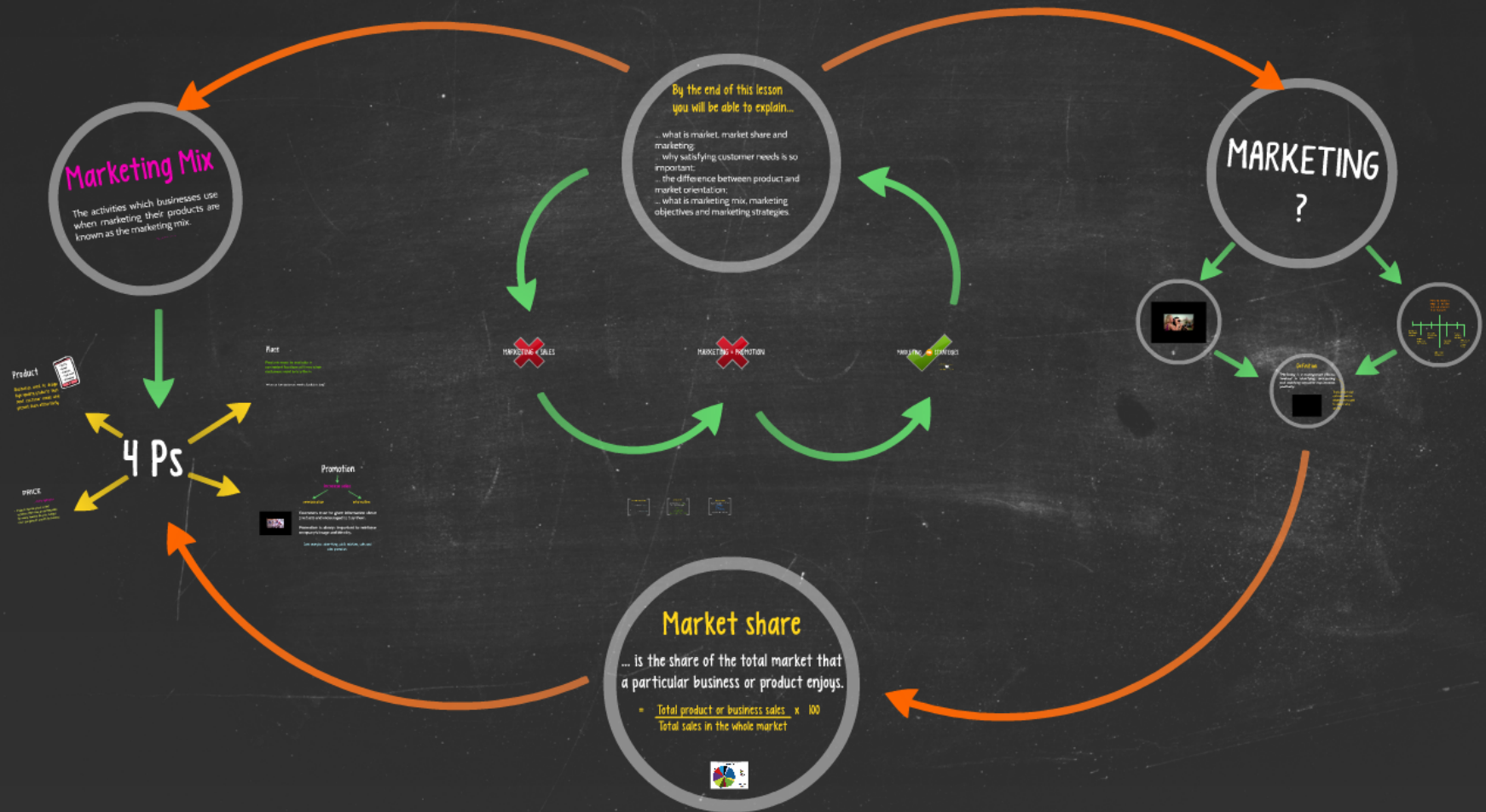
Chapter 36
Sdp

MARKETING

Art or Science?

MARKETING

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Markets and the role of marketing

Chapter 36
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By the end of this lesson
you will be able to explain...

- ... what is market, market share and marketing;
- ... why satisfying customer needs is so important;
- ... the difference between product and market orientation;
- ... what is marketing mix, marketing objectives and marketing strategies.



CONSUMERS GOODS MARKET

THE HOUSING MARKET



MARKETS FOR SERVICES

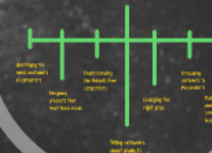
COMMODITY MARKETS

MARKETING

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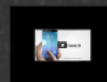


"Marketing involves a range of activities which help a business to sell its products."



Definition

"Marketing is a management process involved in identifying, anticipating and satisfying consumer requirements profitably."



"Try to predict what customers want in advance and respond to changes very quickly."



MARKETING
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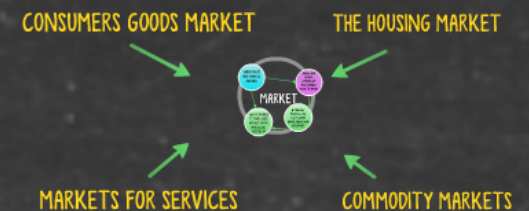


MARKETING = SALES



MARKETING = PROMOTION

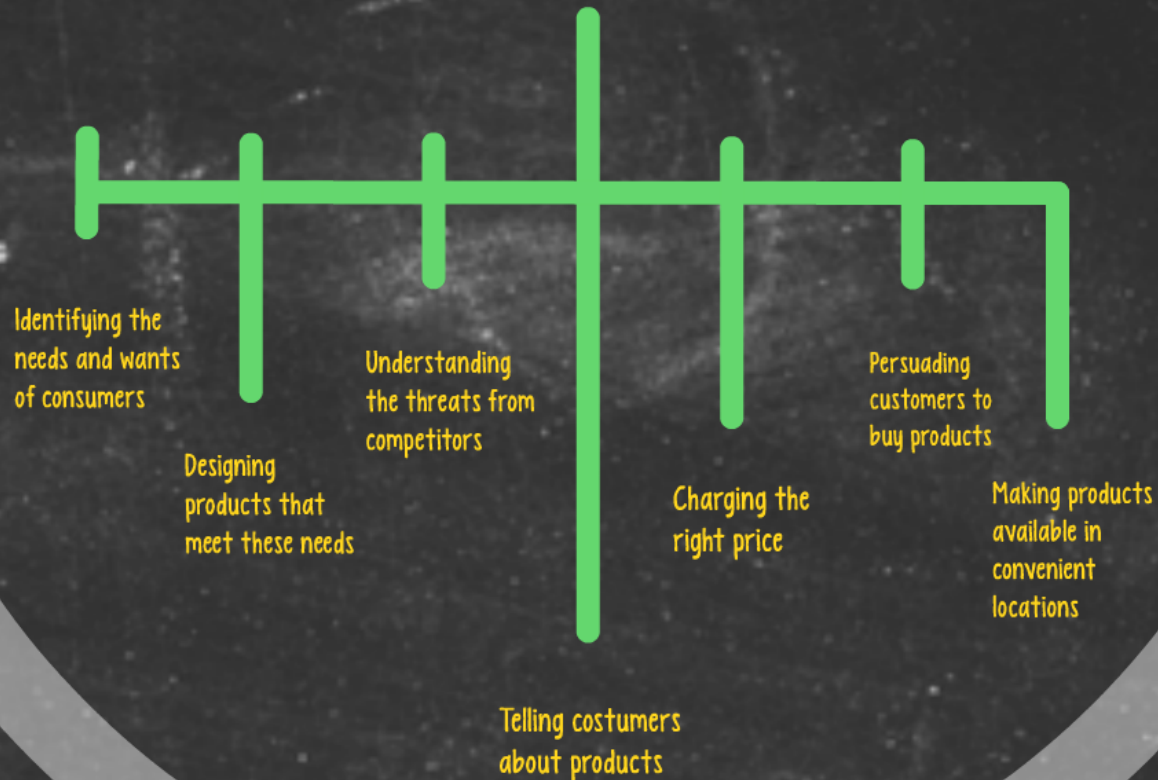
MARKETING → STRATEGIES



Marketing involves a range of activities which help a business to sell its products.



Marketing involves a range of activities which help a business to sell its products.



Identifying the needs and wants of consumers

the
com

Designing products that meet these needs

Understanding the threats from competitors

Telling costumers
about products

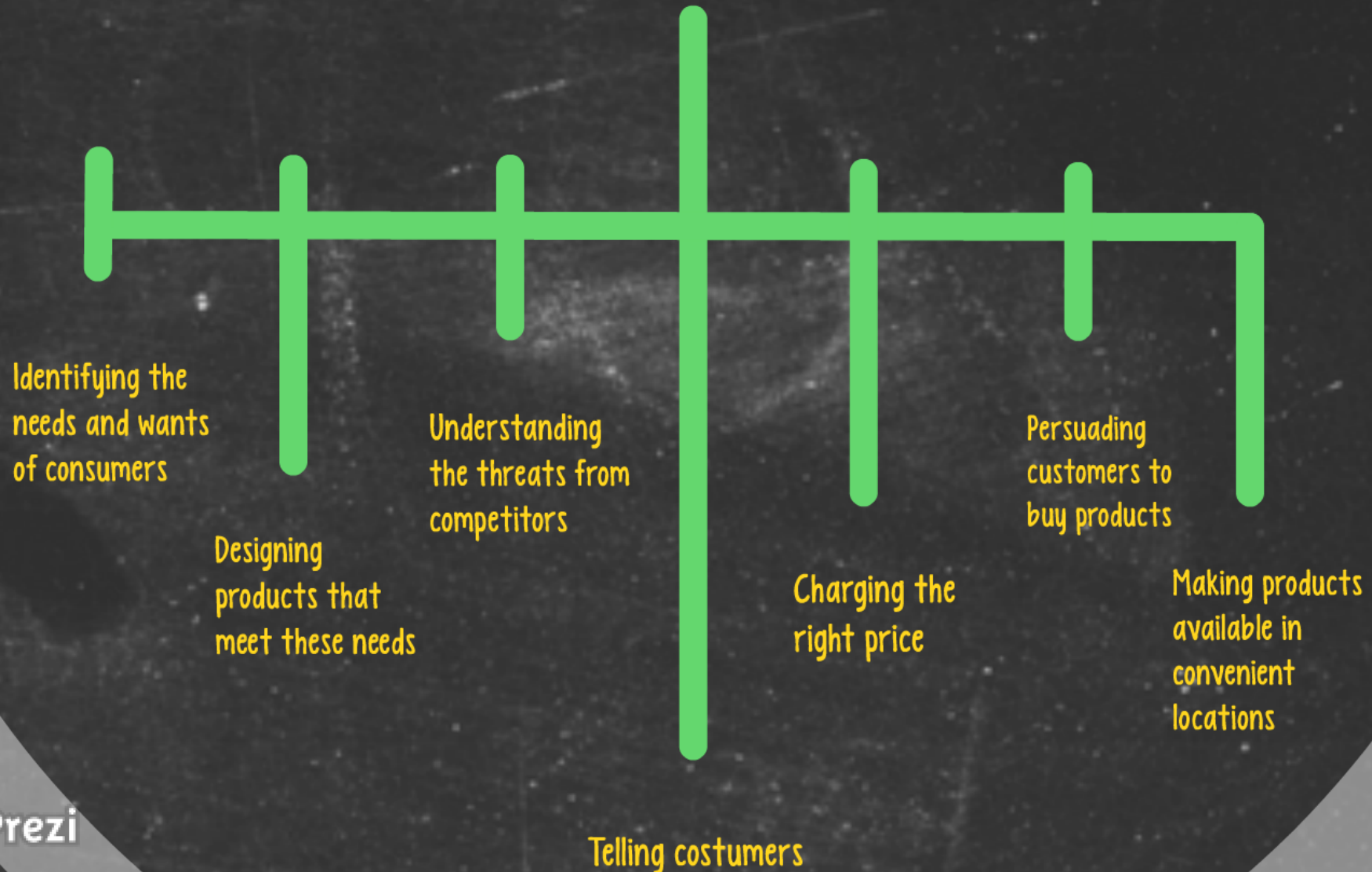
Charging the right price

Persuading
customers to
buy products

Making p

Making products
available in
convenient
locations

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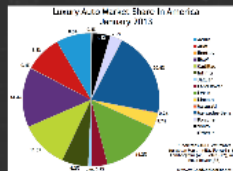


YouTube

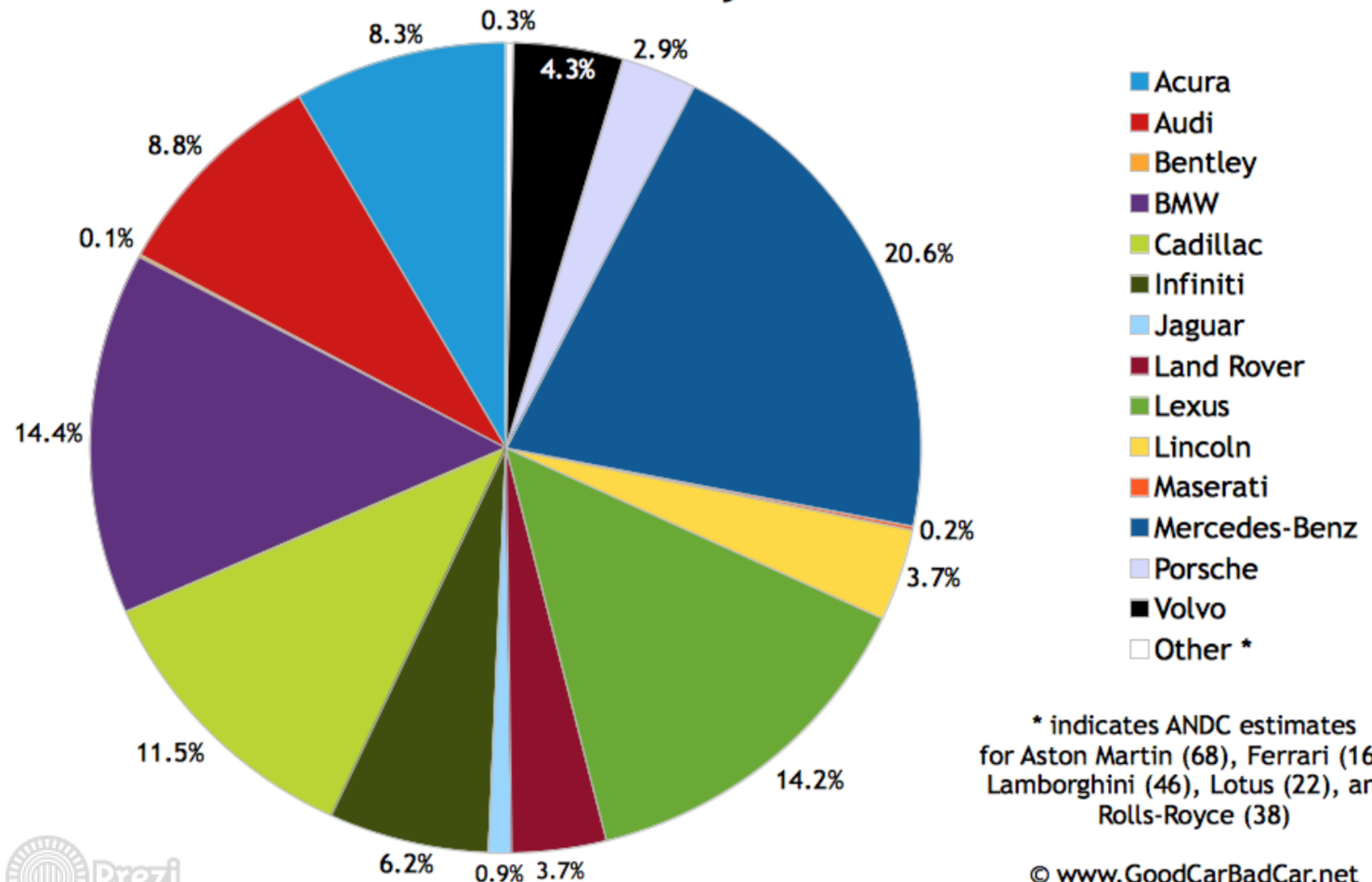
Market share

... is the share of the total market that a particular business or product enjoys.

$$= \frac{\text{Total product or business sales}}{\text{Total sales in the whole market}} \times 100$$



Luxury Auto Market Share In America January 2013



* indicates ANDC estimates for Aston Martin (68), Ferrari (162), Lamborghini (46), Lotus (22), and Rolls-Royce (38)

Marketing Mix

The activities which businesses use when marketing their products are known as the marketing mix.

Product

Businesses need to design high-quality products that meet customer needs and present them attractively.



Place

Products must be available in convenient locations at times when customers want to buy them.

Where or how customers want to be able to buy?

4 Ps

PRICE

Products must be priced so that customers think they are getting value for money. However, the price charged must also generate a profit for business.

Promotion

increase sales

communication

information

Customers must be given information about products and encouraged to buy them.

Promotion is always important to reinforce company's image and identity.

Some examples: advertising, public relations, sales and sales promotion.



Marketing Mix

The activities which businesses use when marketing their products are known as the marketing mix.

It isn't made up of ingredients that are blended together for a purpose.

"A mix is made up of ingredients that are blended together for a purpose."

4Ps

Product

Businesses need to design high-quality products that meet customer needs and present them attractively.



PRICE

... at the right price

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YouTube

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Where or how customers want to be able to buy?

4Ps



YouTube

Product and market orientation

In the past...

... many businesses were product orientated.

Today...

... most firms are market orientated.

Marketing objectives

The general role of marketing is to help **sell** products.

However, it is possible to identify **specific objectives** that will change according to a firm's marketing need.

Increase weekly sales \$X

Increase market share by X%

Increase the number of outlets by X.

Rebrand an existing product (new name and packaging)

Marketing strategies

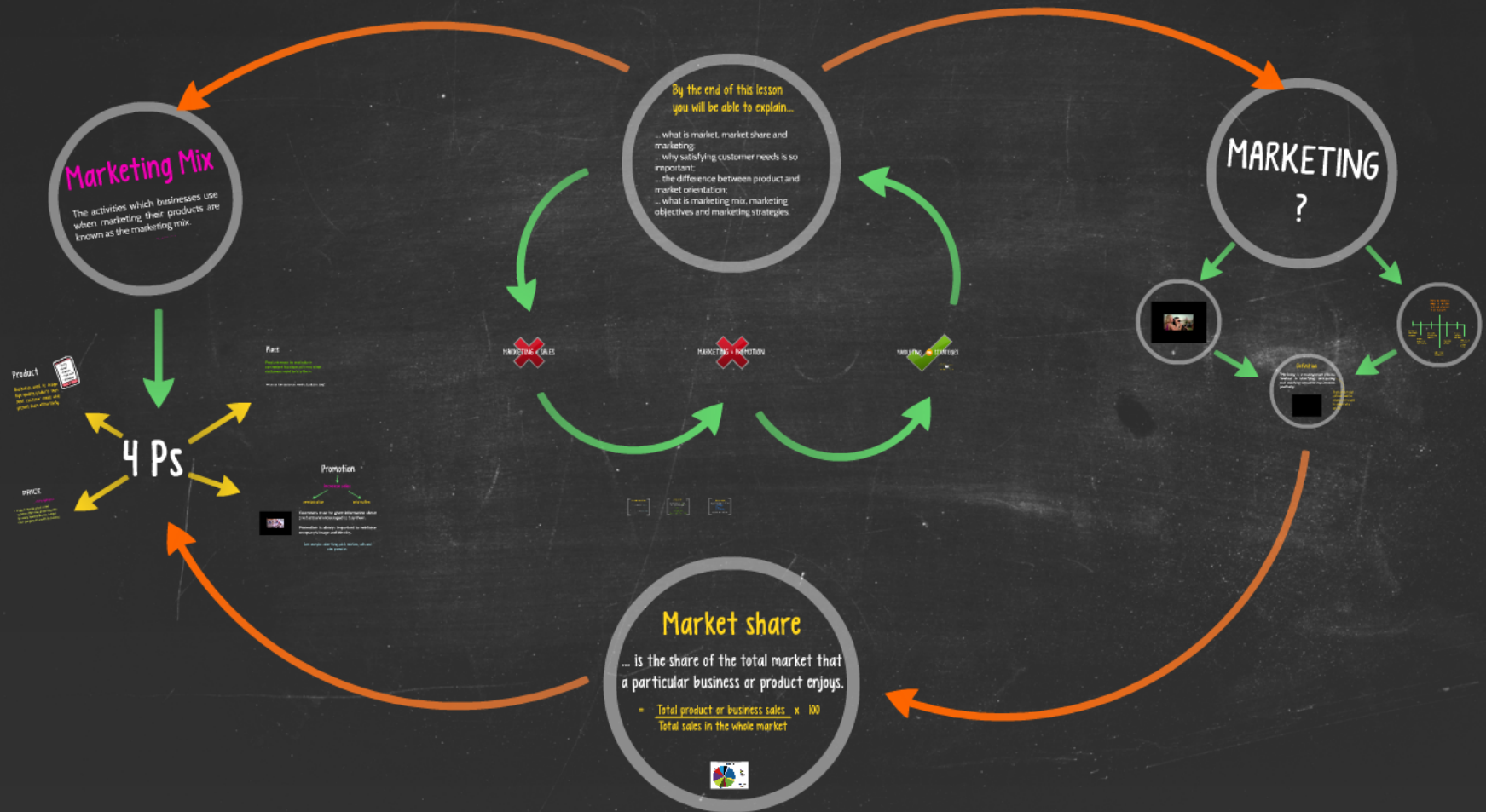
... is a set of plans that are drawn up so that a specific marketing objective can be achieved.

- adapt an existing product
- improve the packaging
- raise the price
- advertise in exclusive magazines
- distribute through exclusive outlets

STRATEGY INVOLVES ALL ASPECTS OF THE MARKETING MIX

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