











1. The Concept of Marketing.

2. Marketing: key components.

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## 2011 Ranking of the Top 100 Brands

| Rank      | 2010 | Brand   | Sector            | Brand Value (\$m) | Change in Brand Value |
|-----------|------|---|-------------------|-------------------|-----------------------|
| <b>1</b>  | 1    |    | Beverages         | 71,861            | 2%                    |
| <b>2</b>  | 2    |    | Business Services | 69,905            | 8%                    |
| <b>3</b>  | 3    |    | Computer Software | 59,087            | -3%                   |
| <b>4</b>  | 4    |    | Internet Services | 55,317            | 27%                   |
| <b>5</b>  | 5    |    | Diversified       | 42,808            | 0%                    |
| <b>6</b>  | 6    |    | Restaurants       | 35,593            | 6%                    |
| <b>7</b>  | 7    |    | Electronics       | 35,217            | 10%                   |
| <b>8</b>  | 17   |   | Electronics       | 33,492            | 58%                   |
| <b>9</b>  | 9    |  | Media             | 29,018            | 1%                    |
| <b>10</b> | 10   |  | Electronics       | 28,479            | 6%                    |

# Marketing

is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products of value with others.

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# Marketing: key components

1. needs, wants and demands
2. products
3. value, cost and satisfaction
4. exchange, transactions, relationships
5. markets
6. marketing and marketers

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# Sales & Marketing: growing up the hard way

- 1.sales came first
- 2.marketing was born to analyze sales
- 3.marketing grew into a service department for sales
- 4.then marketing developed into a separate department responsible for brand building
- 5.and now Sales & Marketing are two separate but closely-connected functions of business

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# Sales & Marketing functions:

- 1.customer awareness
- 2.brand communication
- 3.brands evaluation
- 4.brand selection
- 5.purchase intention
- 6.PURCHASE
- 7.brand loyalty
- 8.customer service

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# The Evolution of Marketing:

1. profitable deal
2. partners relations
3. co-marketing

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