











1. The Concept of Marketing.

2. Marketing: key components.

Vitaliy Osadchiy,
UK Certified Marketer

2011 Ranking of the Top 100 Brands

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

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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UK Certified Marketer

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

Vitaliy Osadchiy,
UK Certified Marketer

The Evolution of Marketing:

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

Vitaliy Osadchiy,
UK Certified Marketer