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# Basics of marketing

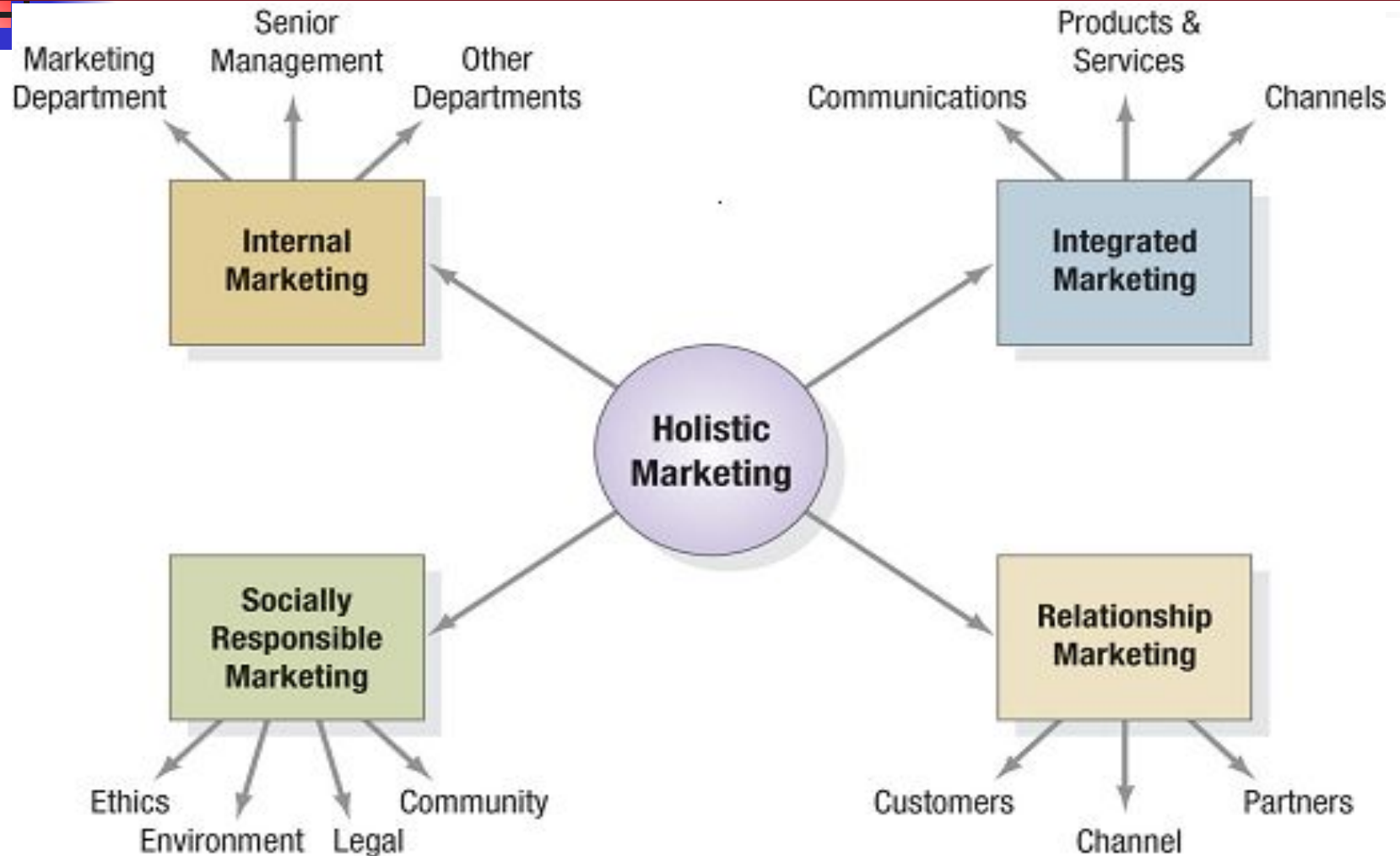
# What is Marketing?

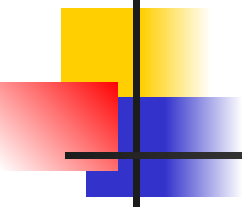


**Marketing** is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.

- More simply: **Marketing is all about satisfying needs.**

# Holistic Marketing





# Marketing is a Process

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- “Marketing is a process of planning and executing...”
- The concept of **Relationship Marketing** sees marketing as a process of building long-term relationships with customers to keep them satisfied and to keep them coming back.



# What is Marketed?

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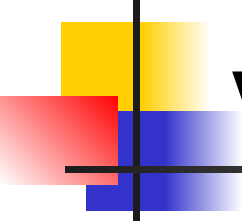
- Goods
- Services
- Events and experiences
- Persons
- Places and properties
- Organizations
- Information
- Ideas



# Demand States

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- Negative
- Nonexistent
- Latent
- Declining
- Irregular
- Unwholesome
- Full
- Overfull

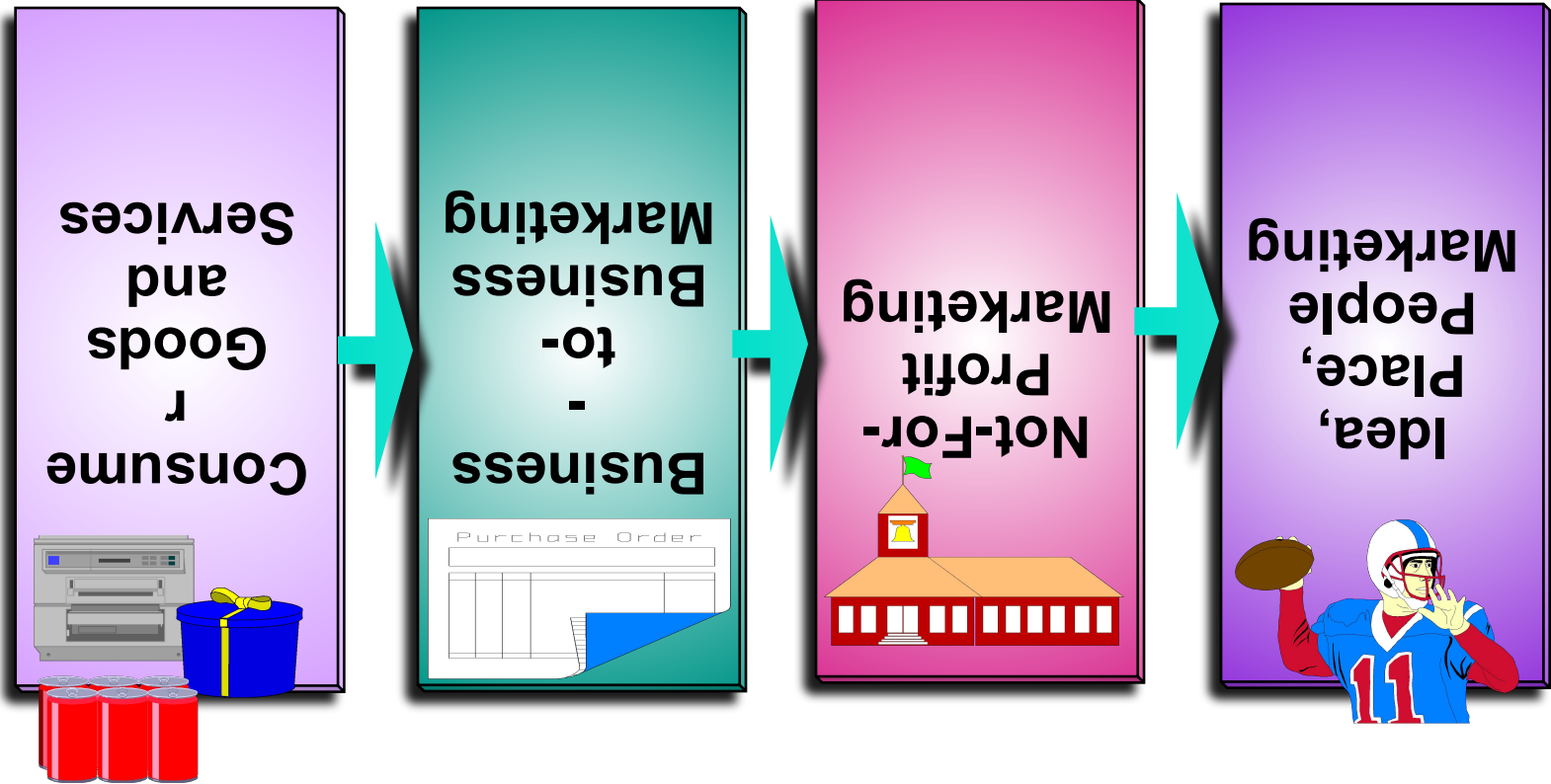


# Marketing is an Exchange of Value

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- An **exchange** is the process by which some transfer of value occurs between a buyer and a seller.
  - At least two people or organizations must be willing to make a trade, and
  - Each must have something the other values.
  - Most exchanges occur in the form of a monetary transaction.

# (Almost) Anything Can be Marketed





# Needs, Wants and Benefits

**Needs**

**Difference Between a Consumer's Actual State and Some Ideal or Desired State. I'm Hungry!**

**Wants**

**Desire to Satisfy Needs in Ways That are Culturally and Socially Influenced. Let's go eat a cheeseburger.**

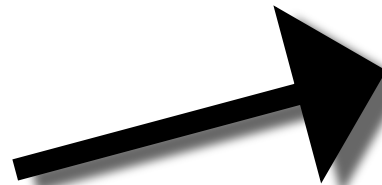
**Benefits**

**Outcome Sought by a Consumer That Motivates Buying Behavior. Now I'm full; I feel better.**

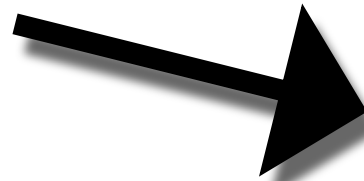
# Markets, Consumers and Demand

Market

**Customers who share a common need that can be satisfied by a specific product AND who are willing, able and have the authority to make the exchange.**



DEMAND



**Custo  
mers**

**Potenti  
al  
Custo  
mers**



# Key Customer Markets

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- Consumer markets
- Business markets
- Global markets
- Nonprofit/Government markets



# The Marketing Concept

The **Marketing Concept** is a management orientation that focuses on identifying and satisfying consumer needs to ensure the organization's long-term profitability objectives.

- A **consumer** is the ultimate user of a good or service.

# When Did Marketing Begin?

**Product Orientation**

- Most Efficient Production & Distribution
- Seller's Market

**Selling Orientation**

- Marketing as a Sales Function
- Buyer's Market

**Customer Orientation**

- Satisfies Customers' Needs and Wants
- Total Quality

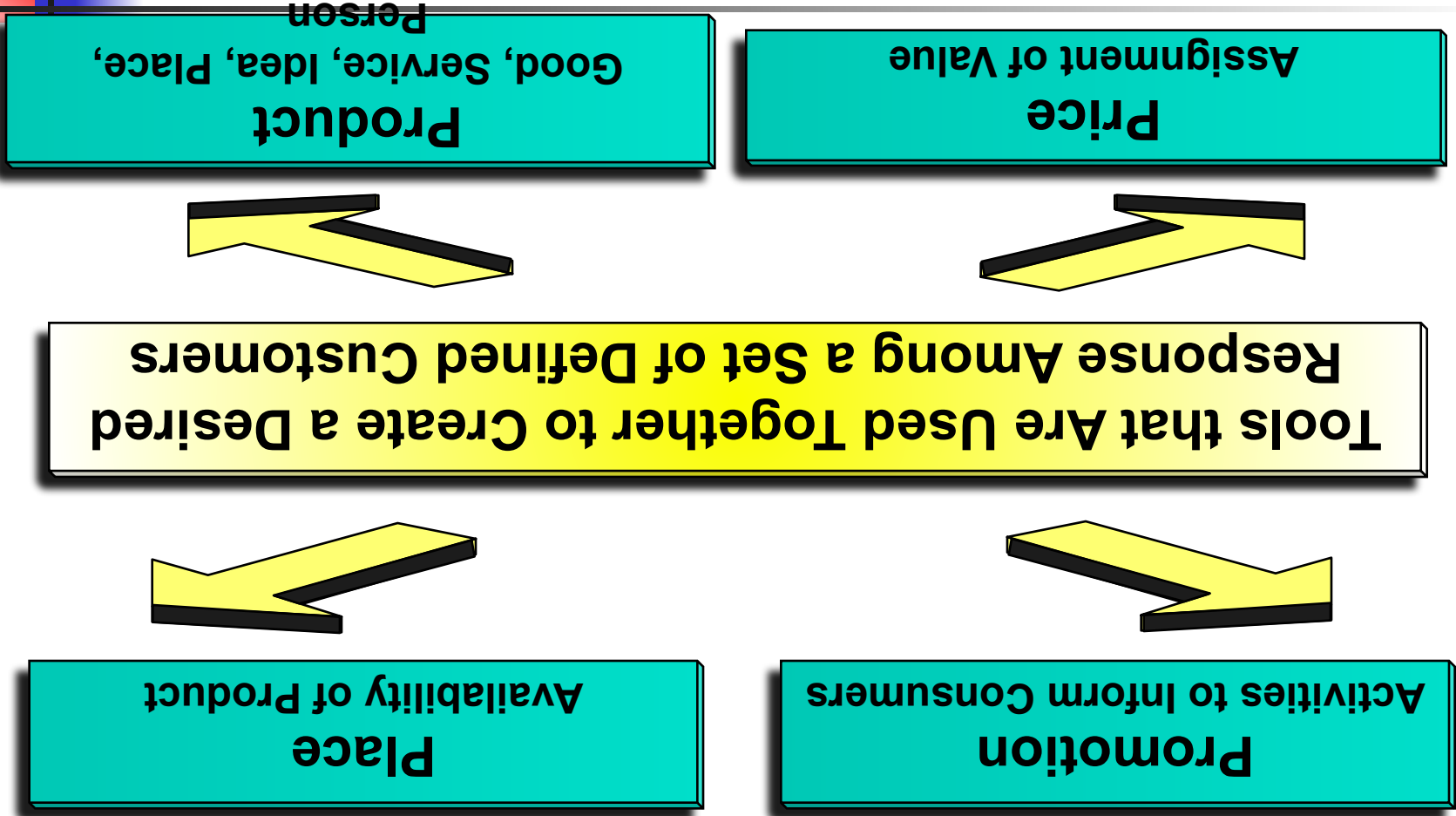
**New Era Orientation**

- Benefits to Customers, Plus Firm's Employees, Shareholders, and Communities.

# Comparison of Marketing 1.0, 2.0, and 3.0

	<b>MARKETING 1.0</b>	<b>MARKETING 2.0</b>	<b>MARKETING 3.0</b>
	<b>Product-centric Marketing</b>	<b>Customer-oriented Marketing</b>	<b>Values-driven Marketing</b>
Objective	Sell products	Satisfy and retain the consumers	Make the world a better place
Enabling Forces	Industrial Revolution	Information Technology	New Wave Technology
How companies see the market	Mass Buyers with Physical Needs	Smarter Consumer with Mind and Heart	Whole Human with Mind, Heart, and Spirit
Key marketing concept	Product development	Differentiation	Values
Company marketing guidelines	Product specification	Corporate and Product Positioning	Corporate , Vision, Values
Value propositions	Functional	Functional and Emotional	Functional, Emotional, and Spiritual
Interaction with consumers	One-to-Many Transaction	One-to-One Relationship	Many-to-Many Collaboration

# Marketing's Tools: The Marketing Mix





# Marketing Mix and the Customer

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## Four Ps

- Product
- Price
- Place
- Promotion

## Four Cs

- Customer solution
- Customer cost
- Convenience
- Communication





# Marketing new definition

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- **Marketing** is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

# How is Marketing Done?

Marketers Develop and Implement a **Marketing Plan** Based on the Following Information:

Organization's Strengths  
and Weaknesses

Opportunities and Threats to the  
Organization in the Marketplace

Organization's Overall Objectives

# Finding and Reaching a Target Market

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- Step 1. Segmenting the Market
  - Divide the overall market into **segments**, in which consumers have similar characteristics.
- Step 2. Selecting a Target Market
  - Evaluate the segments identified in the segmentation process; select **target market(s)**.
- Step 3. Positioning the Product
  - Marketer plans the product's **market position**, which is how the target market perceives the product in comparison to competitors' brands.



# Chapter Summary

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- Define the marketing concept.
- Describe the marketing mix.
- Understand the basics of marketing planning.
- Describe the evolution of the marketing concept.
- Explain how marketing is important to consumers and business customers in the marketplace, in our daily lives, and in society.
- Explain marketing's role within an organization.