



# Introduction of Marketing Management

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# What is Marketing?

Marketing is the process of discovering and translating consumer needs and wants into product and service specifications, creating demand for these products and services and then in turn expanding this demand.



Consumer



Product



Service



Promotion



Demand



Distribution

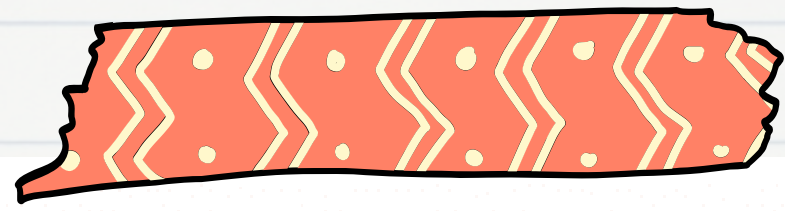


Research



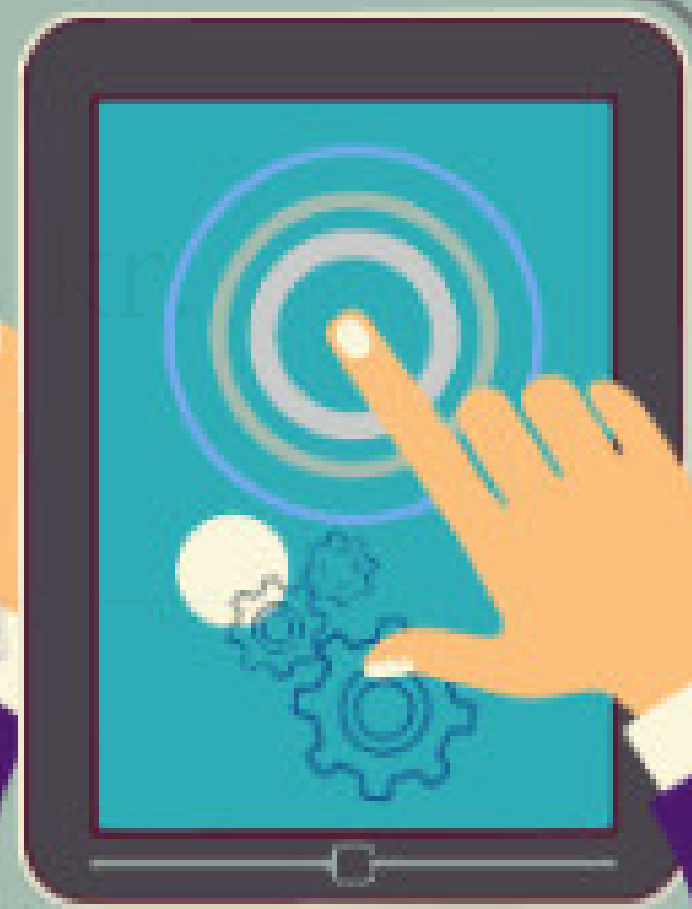
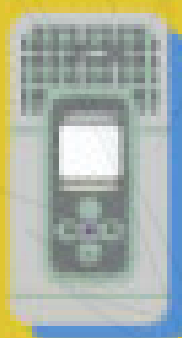
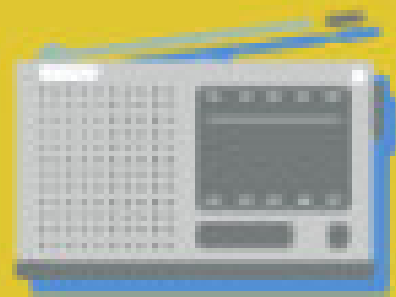
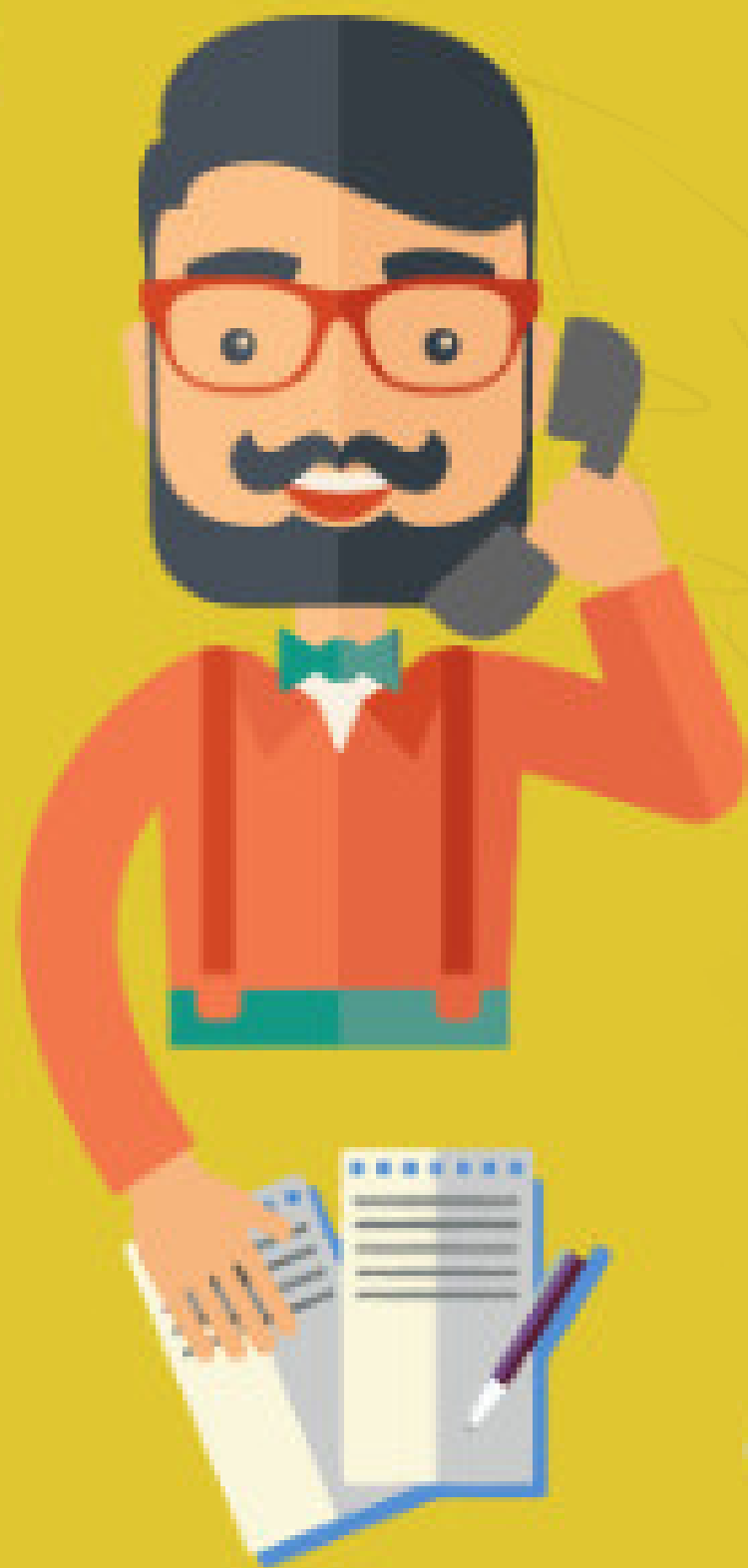
Prices





## The Scope of Marketing

**VS**



LIKE

TWEET

MESSAGE

POST

SEND

RECEIVE

BUY

# Traditional marketing: Pros

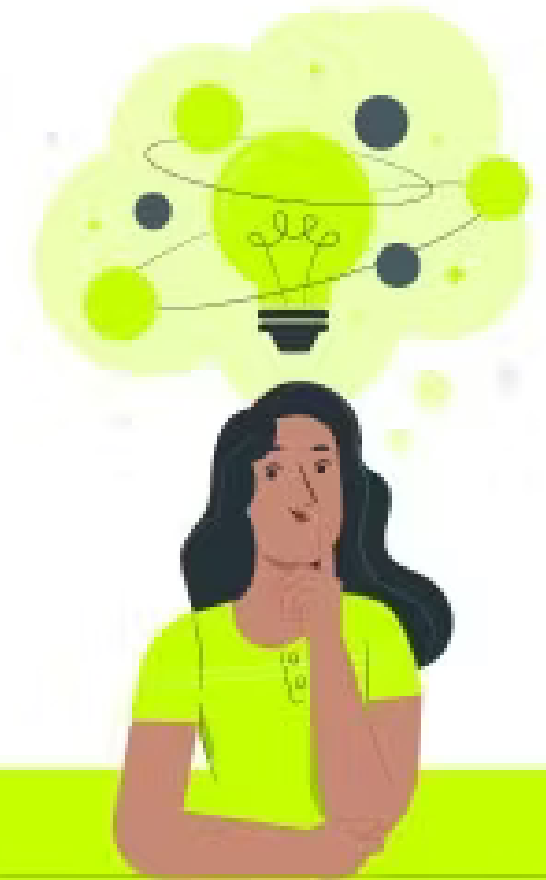
Impactful



Permanent

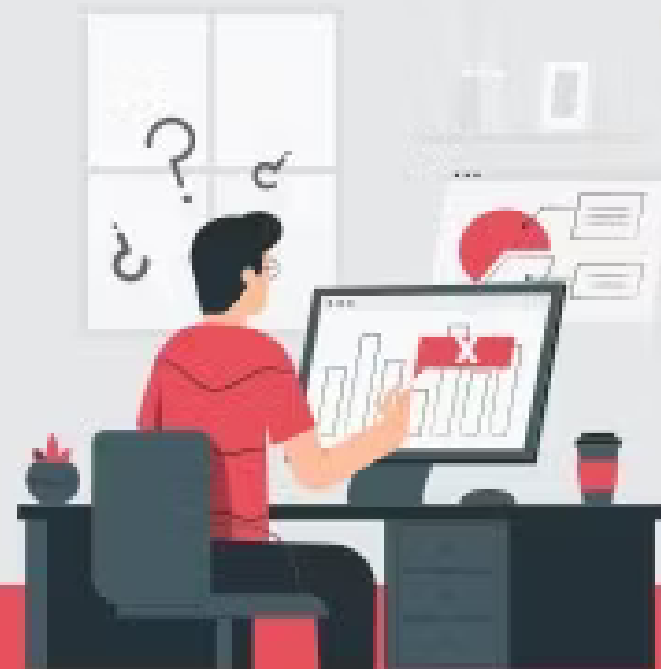


Memorable



# Traditional marketing: Cons

Hard to measure



Expensive

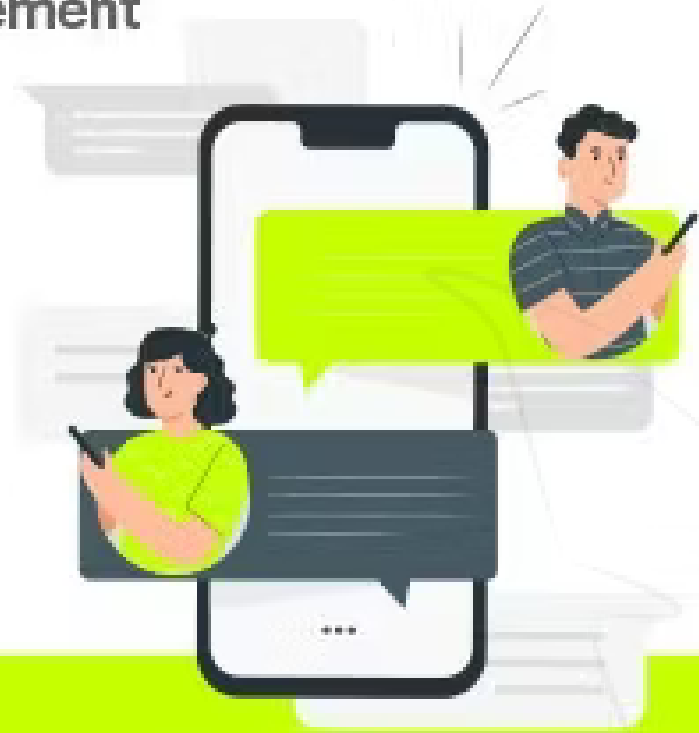


No direct interaction



# Digital marketing: Pros

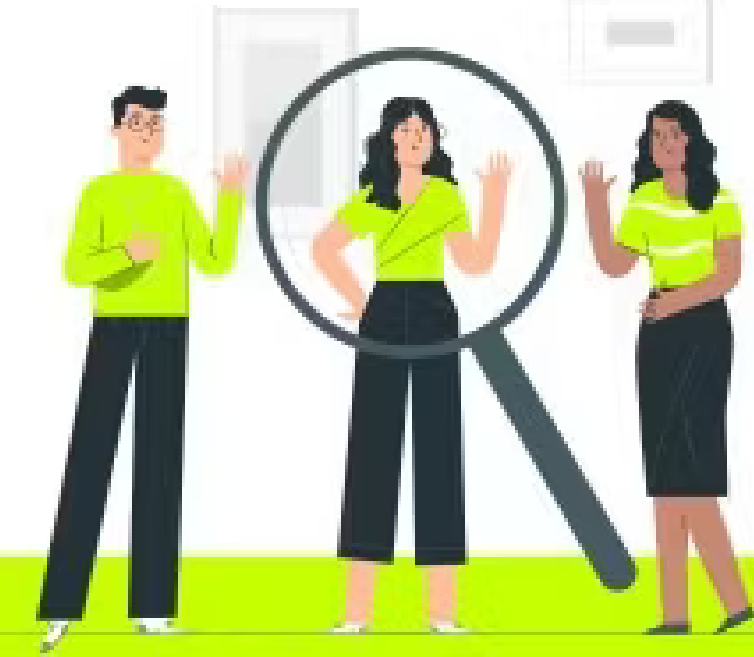
Engagement



Measureable

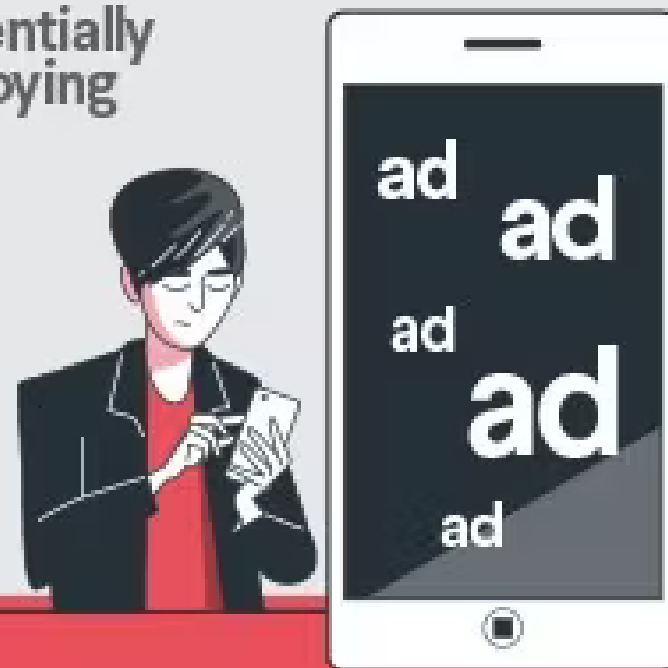


Targeted



# Digital marketing: Cons

Potentially annoying



Less permanent



Constantly evolving





## Marketing

## Points of Differences



## Selling

Marketing is concerned with the activities of a business related to buying & selling Products or services with customer satisfaction.

### Meaning

It refers to the transaction between two or more parties in which the buyer receives the offering (product) and the seller gets something of value (money) in return.

Marketing mainly focuses on customer needs and wants.

### Nature of Work

In selling, the seller, just focuses on selling the product.

The marketer or a company looks at the customer's taste and preferences and then makes the product.

### Function

The company firstly makes the product and then thinks about how to sell that product.

In Marketing, brand recognition and brand image are mainly focused.

### Focus

In selling, the company focus to produce more and more products.

Marketing emphasizes creating the interest of the customer.

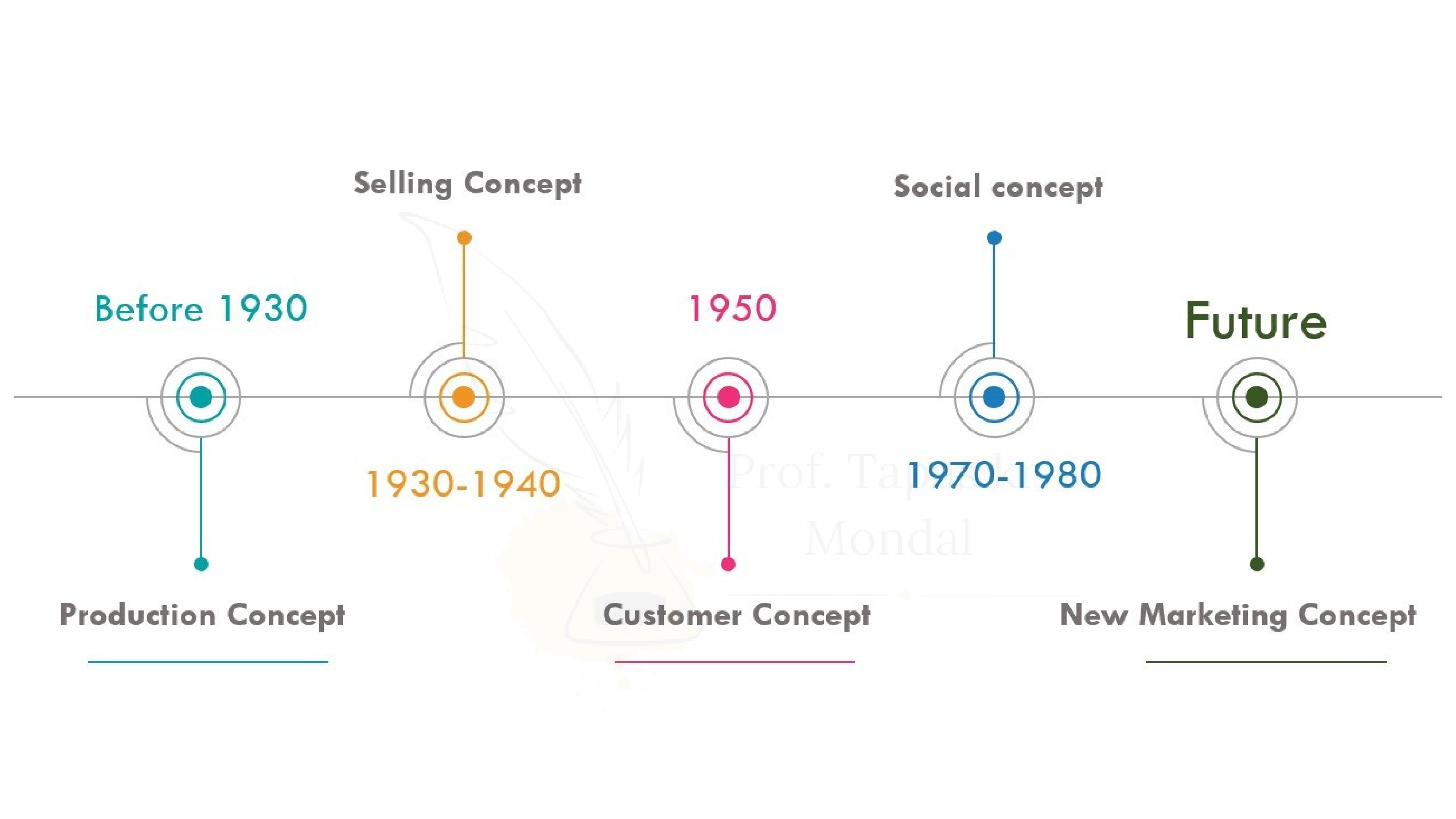
### Interest

Selling maintains the consumer's interest.

The Pull Strategy is used in marketing.

### Strategy

In selling, the Push strategy is used.



Before 1930

Selling Concept

Social concept

Future

1950

1930-1940

1970-1980

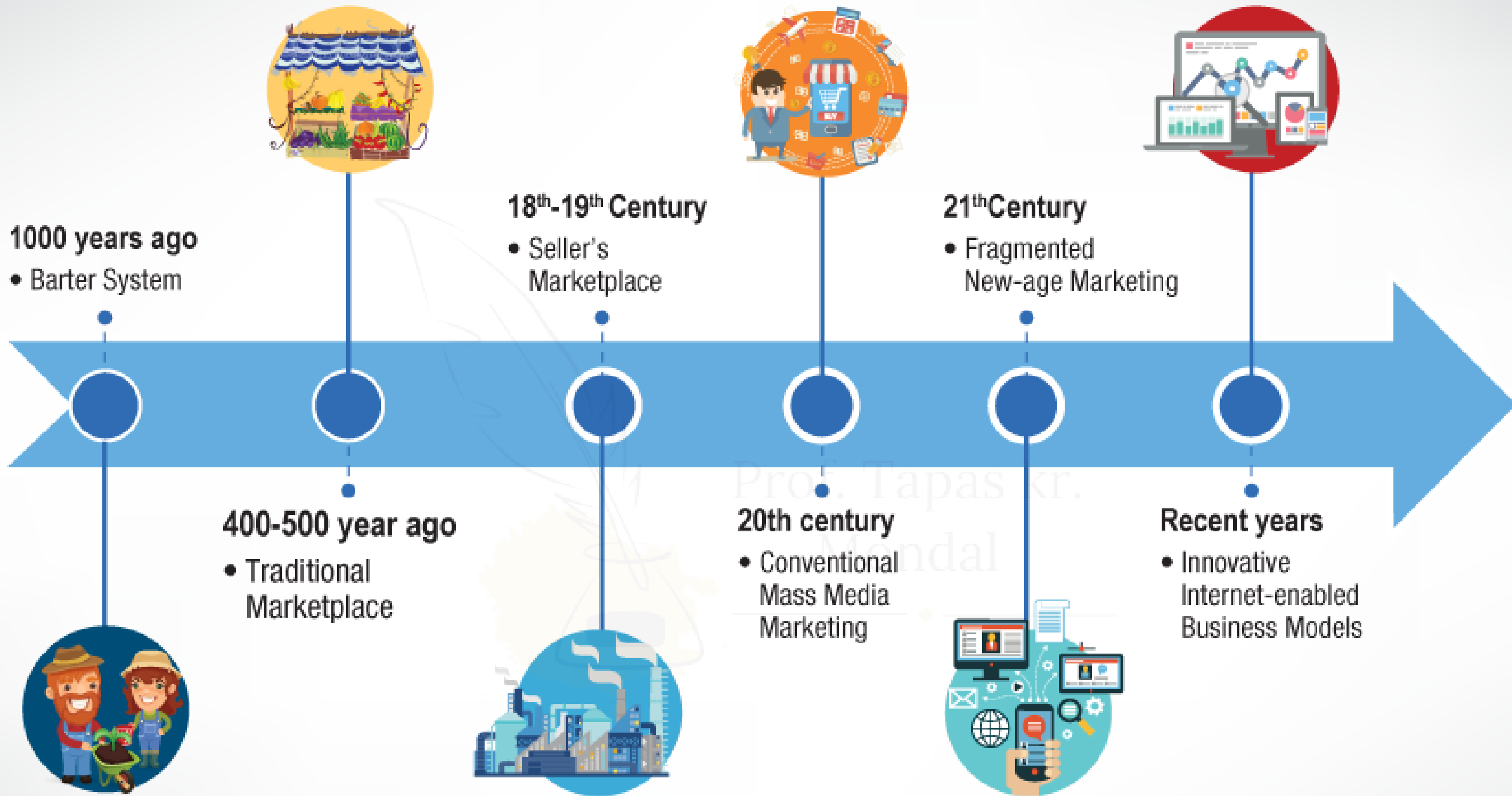
Production Concept

Customer Concept

New Marketing Concept

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# Marketing Evolution

## Marketing 1.0

Advertising and Direct Response Marketing

- Television
- Radio
- Print
- Direct Mail
- Phone
- Events

## Marketing 2.0

Direct Marketing on the Internet with performance metrics

- Websites
- E-mail
- Content
- Display
- Search
- Affiliates
- Mobile Ads
- Social

## Marketing 3.0

Data driven dynamic marketing integrated across all customer touch points

- Integrated marketing – online and offline
- Personalized messaging and content (1:1)
- Predictive marketing
- Voice enabled

# **FUNCTIONS OF MARKETING**



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# Functions of Marketing



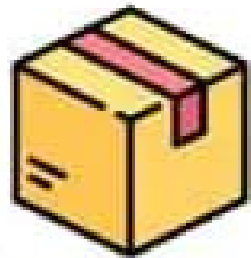
**Marketing  
Research**



**Product Planning  
and Development**



**Buying  
and Assembling**



**Packaging**



**Standardization  
and Grading**



**Branding**



**Pricing  
of Product**



**Promotion  
of Product**



**Distribution**

Dynamic

1

2

Relative

Marketing  
Environment

Complex

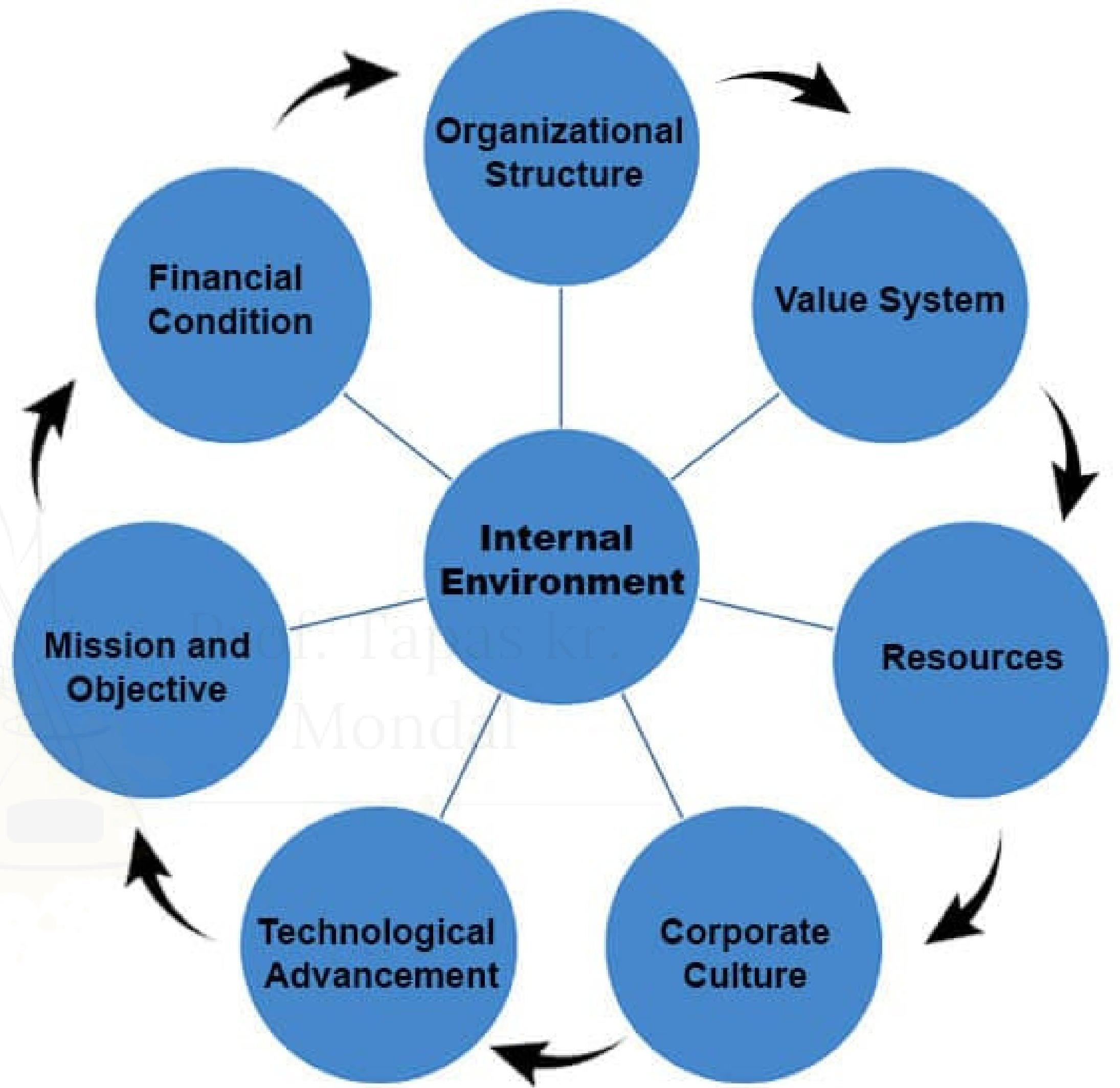
3

4

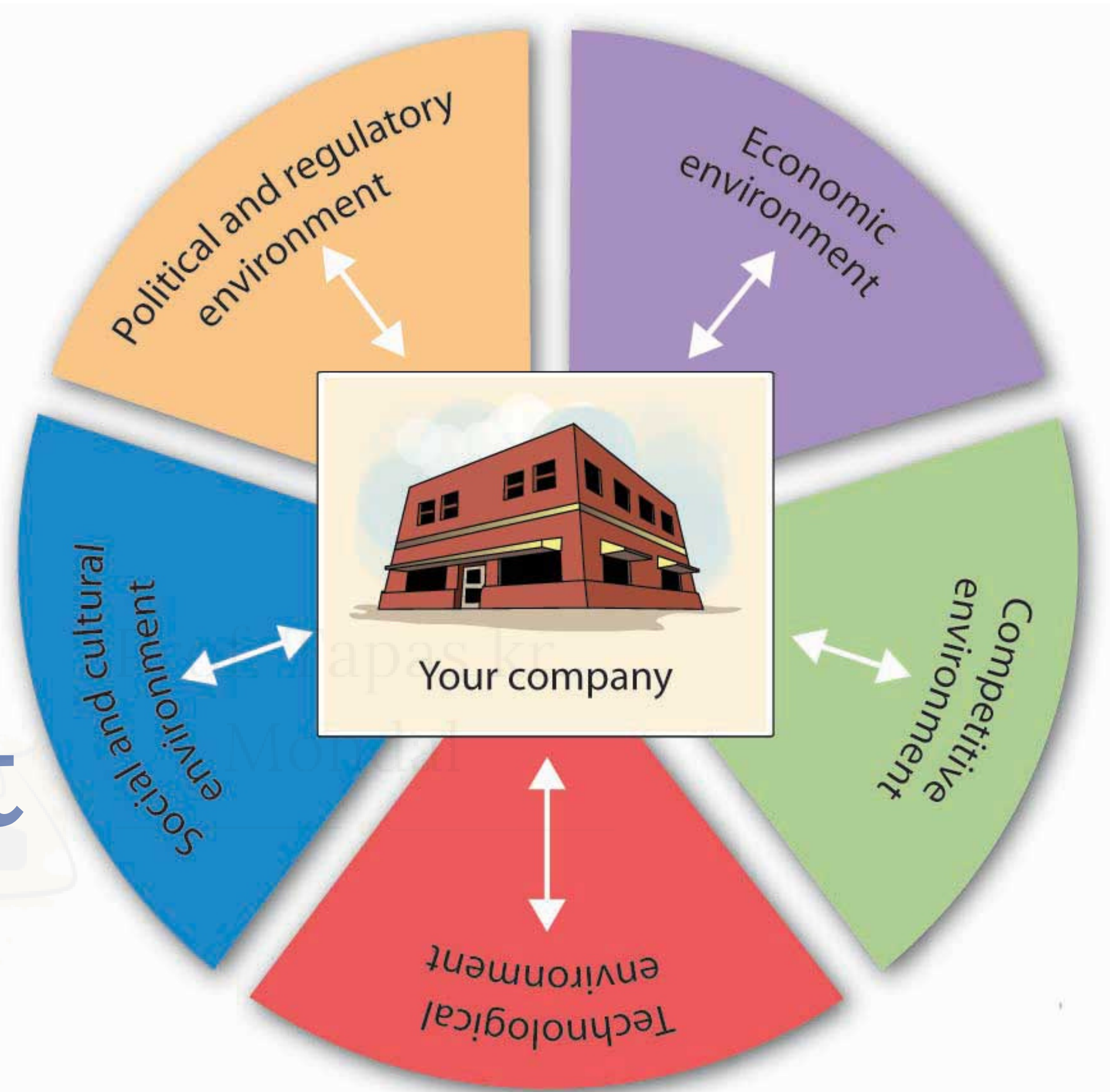
Uncertain



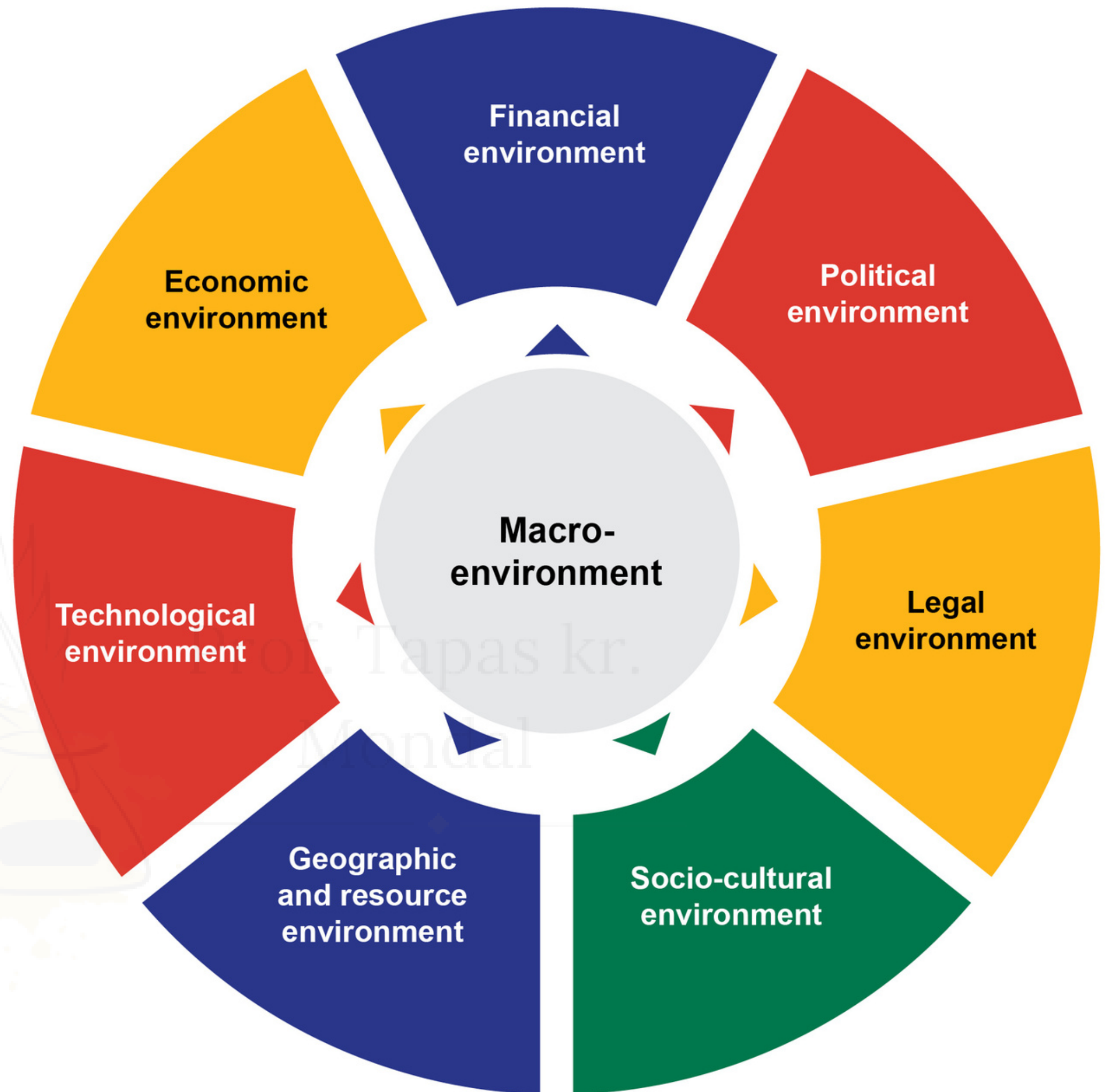
# Internal Marketing Environment

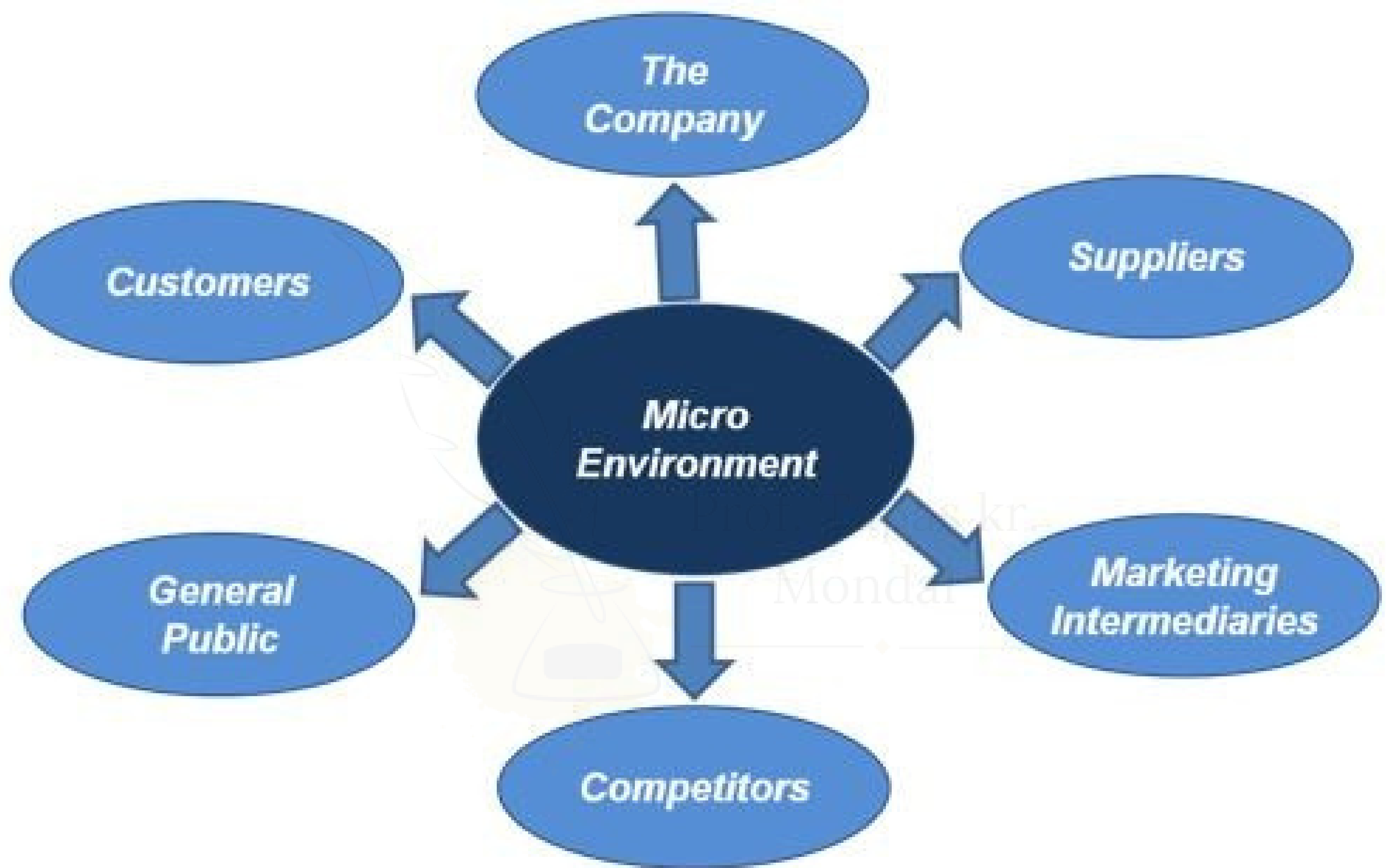


# External Marketing Environment



# Macro Marketing Environment





**S**

**WEAKNESSES**

**O**

**THREATS**

**STRENGTHS**

**W**

**OPPORTUNITIES**

**T**





# SWOT

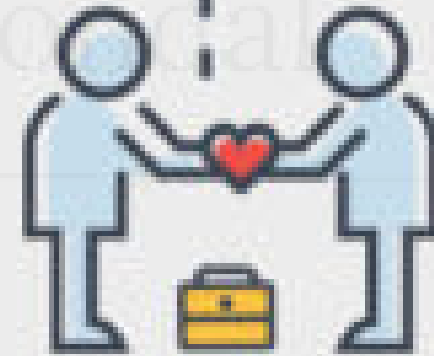
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**STRENGTH**



**WEAKNESS**



**OPPORTUNITIES**



**THREATS**

Positive

Negative

## Strengths

Available technology  
(hardware/software/infrastructure) support, training, other resources

## Weaknesses

Lack of certain technology, support, training, resources or other areas that need enhanced or improved

## SWOT MATRIX

## Opportunities

Ideas for improvement and factors (internal/external) to support change.

## Threats

Potential problems or risks associated with not changing or implementing change

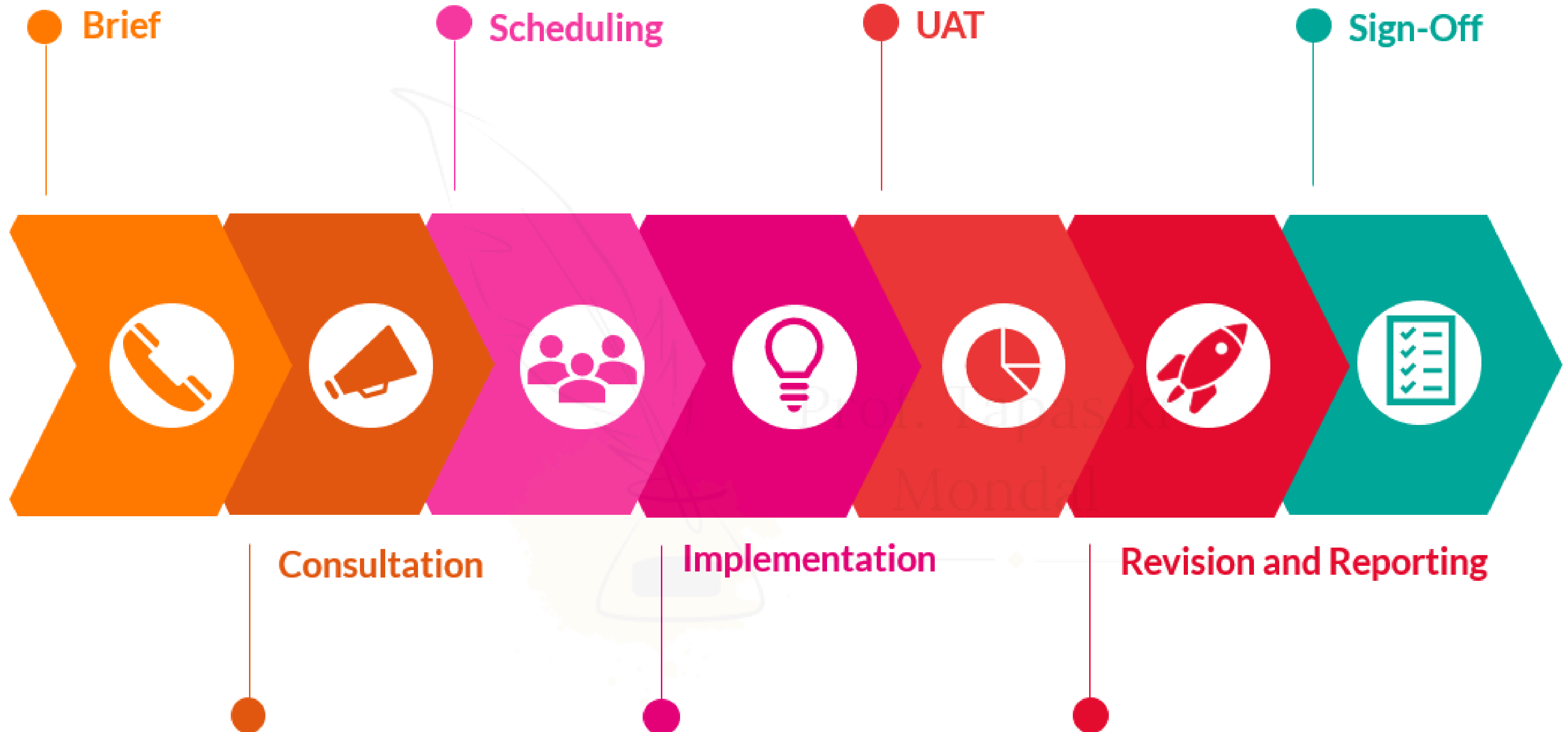
# Marketing Mix (4Ps)



# Marketing Information System (MIS)

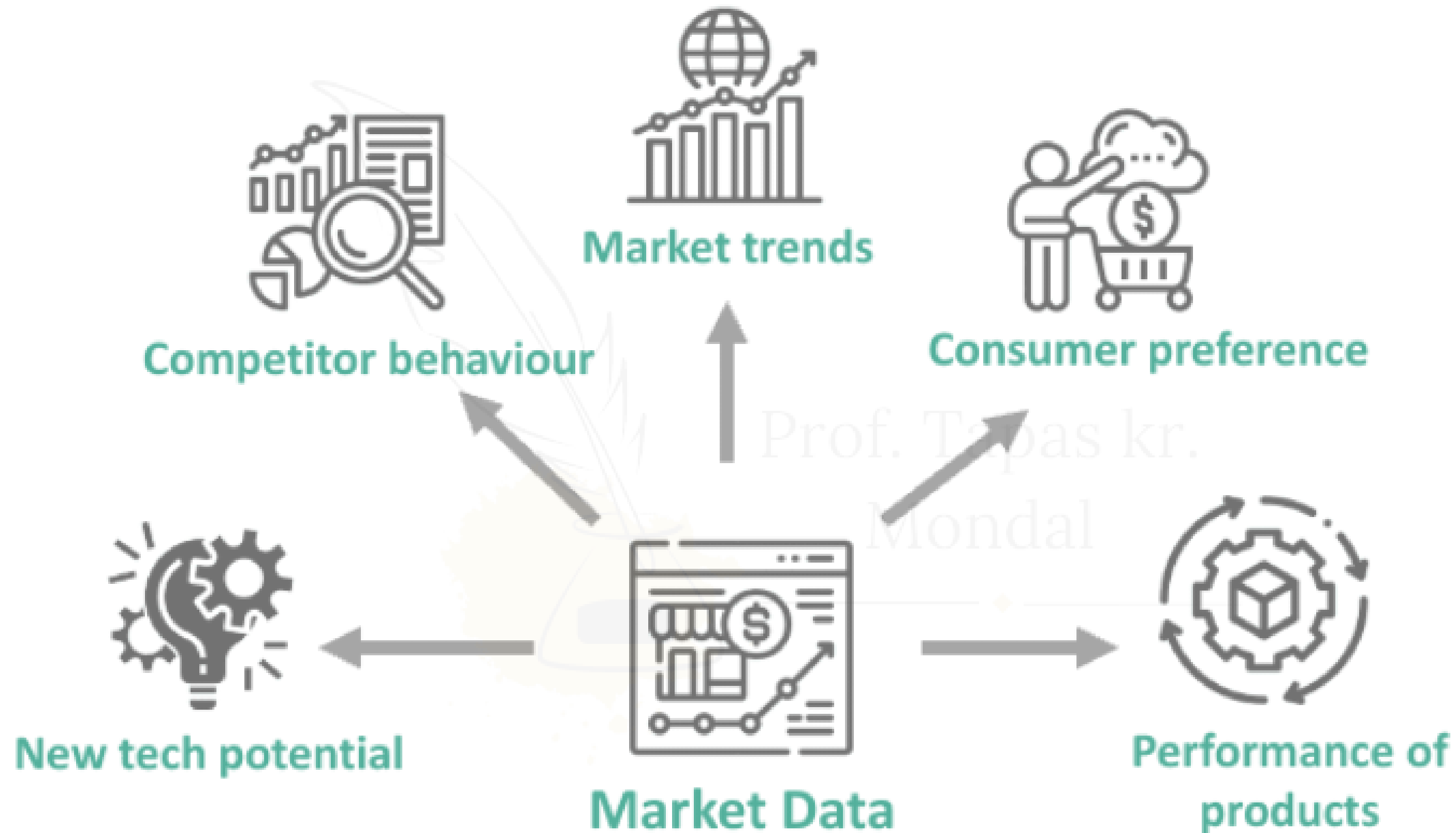


# The DSS Marketing Process

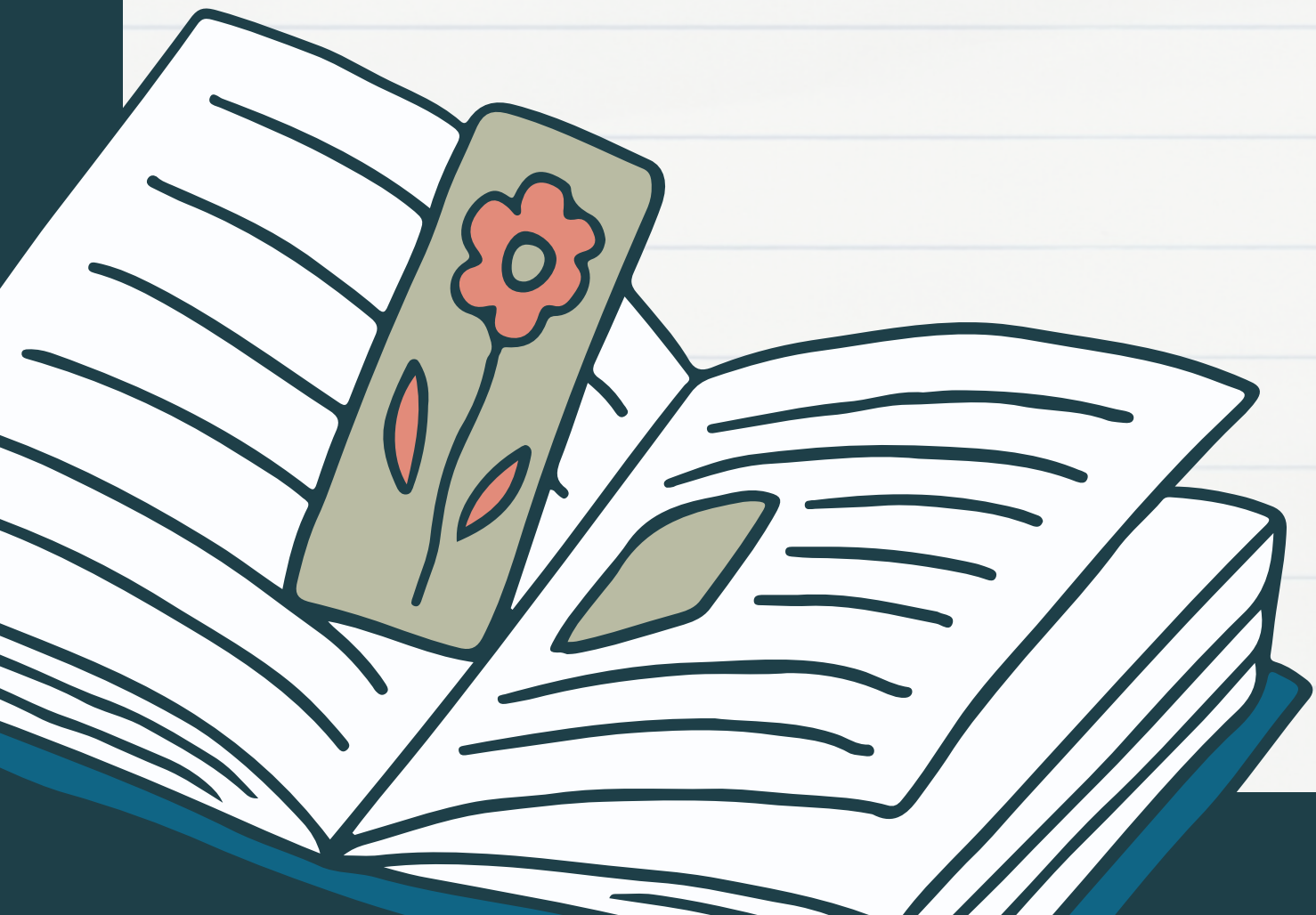




# Marketing Intelligence Meaning



# Thank You



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