MARKETING LECTURE

NOTES

Dimitris Drosos
Lecturer
Technological Education Institute of Piraeus
Business School
Management Information System & New Technology Lab
Contents

- About Marketing
- Marketing - Product
- Marketing - Promotion
- Marketing Strategy
- E - Marketing
ABOUT MARKETING
WHAT IS MARKETING
WHAT IS MARKETING

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

American Marketing Association
WHAT IS MARKETING

‘Marketing is the management process that identifies, anticipates and satisfies customer requirements profitably’

The Chartered Institute of Marketing
WHAT IS MARKETING

‘The right product, in the right place, at the right time, and at the right price’

Adcock et al

‘Marketing is the human activity directed at satisfying human needs and wants through an exchange process’

Kotler 1980
WHAT IS MARKETING

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

Kotler 1991
WHAT IS MARKETING

5 Ps of Marketing

✓ Product
✓ Promotion
✓ Pricing
✓ Place (or distribution system)
✓ People
5 Ps OF MARKETING

- Product (A)
- Price (B)
- Promotion (C)
- People (D)
- Place (E)
MARKETING – MANAGEMENT PROCESS

✓ Analysis/Audit - where are we now?
✓ Objectives - where do we want to be?
✓ Strategies - which way is best?
✓ Tactics - how do we get there?
✓ Implementation - Getting there!
✓ Control - Ensuring arrival
WHAT DO WE MARKET

✓ Goods
✓ Services
✓ Events
✓ Experiences
✓ Personalities
✓ Place
✓ Organizations
✓ Properties
✓ Information
✓ Ideas and Concepts
SACCESSFUL MARKET STORY

Richard Branson
SUCCESSFUL MARKET STORY

Stelios Haji-Ioanou

easyJet
MARKETING – PRODUCT
PRODUCT

Anything that is offered to the market for attention, acquisition, use or consumption that satisfies a want or a need.
PRODUCT LIFE CYCLE

1. Product development - sales are zero, investment costs are high
2. Introduction - profits do not exist, heavy expense of product introduction
3. Growth - rapid market acceptance and increasing profits
4. Maturity - slowdown in sales growth. Profits level-off. Increase outlay to compete
5. Decline - sales fall-off and profits drop
PRODUCT LIFE CYCLE

Sales Volume

Development
Introduction
Growth
Maturity
Decline

Time
MARKETING – PROMOTION
PROMOTION

Anything that is offered to the market for attention, acquisition, use or consumption that satisfies a want or a need.
PROMOTION MIX

✓ Personal Selling
✓ Telemarketing
✓ Direct Mail
✓ Trade Fairs and Exhibitions
✓ Commercial Television
✓ Newspapers and Magazines
✓ Radio
✓ Cinema
✓ Point of Sale Displays
✓ Packaging
PROMOTION DECISIONS

✓ Elements in the Communication Process
✓ Promotions Mix
✓ The promotions Message
✓ Executions Style
✓ Media Choice?
✓ Promotional Objectives
PROMOTIONAL OBJECTIVES

✓ To Support Sales Increases
✓ To Encourage Trial
✓ To Create Awareness
✓ To Inform about a Feature or Benefit
✓ To Remind
✓ To Reassure
✓ To Create an Image
✓ To Modify Attitudes
MARKETING STRATEGY
WHAT IS MARKETING STRATEGY

1. Systematic futuristic thinking by management
2. Better co-ordination of company efforts
3. Development of better performance standards for control
4. Sharpening of objectives and policies
5. Better prepare for sudden new developments
6. Managers have a vivid sense of participation
WHY MARKETING STRATEGY IS NECESSARY

1. Systematic futuristic thinking by management
2. Better co-ordination of company efforts
3. Development of better performance standards for control
4. Sharpening of objectives and policies
5. Better prepare for sudden new developments
6. Managers have a vivid sense of participation
MARKETING STRATEGY

Planning
- Corporate planning
  - Division planning
    - Business planning
      - Product planning

Implementing
- Organizing
  - Implementing

Controlling
- Measuring results
  - Diagnosing results
    - Taking corrective action

Geoinformation and ICT in Market Research – Marketing Notes
MARKETING STRATEGY

1. Analyze the Customer
2. Analyze the Market
3. Analyze the Competition and Your-Self
4. Review the Distribution Channels
5. Develop the Marketing Mix
6. Evaluate the Economics
7. Revise and Extend
STRATEGIC MARKETING PLANNING

Demographic/economic environment

Marketing Intermediaries

Technological/physical environment

Marketing information system

Marketing planning system

Marketing organization and implementation system

Product

Place

Promotion

Price

Target customers

Suppliers

Place

Competition

Publics

Political/legal environment

Social/cultural environment
CONTENTS OF MARKETING PLAN

- Business Mission Statement
- Objectives
- Situation Analysis (SWOT)
- Marketing Strategy
  1. Target Market Strategy
  2. Marketing Mix
    3. Positioning
    4. Product
    5. Promotion
    6. Price
    7. Place – Distribution
    8. People
    9. Process
E- MARKETING
eMarketing is the process of marketing a brand using the Internet. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers.
E - MARKETING

✓ Public Relation
✓ Sales promotion.
✓ Brochureware.
✓ Direct selling.
✓ Customer relationship marketing.
✓ Market research.
✓ Managing supplier relationships.
E - MARKETING
E - MARKETING
ADVANTAGES OF E - MARKETING

✓ Selling goods and services online.
✓ Additional customer service.
✓ Saving overhead costs.
✓ Exciting and sizzling means of visual impact.
✓ Every hit could gain a potential customer.
✓ Print and mailing costs are lower.
✓ Reduction in order processing and handling costs.
ADVANTAGES OF E-MARKETING

- Enhanced after sales service.
- Distribution of digital products via the web.
- Get closer to the customer.
SUCCESSFUL E-MARKET STORY

Mark Zuckerberg

facebook

Geoinformation and ICT in Market Research – Marketing Notes
For Millions of Years, In Millions of Homes
A Man Loved A Woman, A Child it was Born
It Learned How to Hurt and It Learned How to Cry
Like Humans Do
I am Breathin In
I am Breathin Out
So Slip Inside this Funky House
Dishes in the Sink
The TV’s in Repair
Don’t Look at The Floor
Don’t Go Up the Stairs
I am Achin
I am Shakin
I am Breakin
Like Humans Do
I Work & I Sleep I Dance & I am Dead
I am Eating, I am Laughin & I am Lovin my Self
We are Eating off Plates & We Kiss with our
Tongue
Like Humans Do