

MS-107 (Marketing Management)

Unit- 1: Introduction to Marketing

Compiled By:

Dr. Sumit Prasad

Uttarakhand Open University

Marketing Defined

- ❖ “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” — American Marketing Association
- ❖ “Marketing is not only much broader than selling; it is not a specialized activity at all. It encompasses the entire business. It is the whole business seen from the point of view of the final result, that is, from the customer’s point of view. Concern and responsibility for marketing must therefore permeate all areas of the enterprise.” — Peter Drucker
- ❖ “Marketing is the social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.” — Philip Kotler

Traditional Concept of Marketing

1. It focuses over the goods and services render by the marketer. Motive of marketer is to make their product and services widely available and accepted by the consumers. Marketers' understanding about the goods and services is, the offerings are best available to be accepted by the buyers.
2. The measures through which selling is conducted includes all means to attain transaction of goods and services against values provided by the buyer. The producers concentrate on transferring the goods against some value.
3. The more sales of goods and services are inputs for earning revenue for the business. Revenue increment leads to profit maximization for the business.

Marketing vs. Selling

Marketing	Selling
Marketing is concentrating toward the customers' needs.	Selling concentrates in attaining short term gain through higher sales attainment.
Marketing comprises selling, promotion, delivery of goods and services, customer satisfaction and improving the current offerings through continuous improvements.	Selling focuses in convincing customers for the offering provided by the firm and attain sale for those offers.
It continues even after sales of goods and services.	It ends up at sales of goods and services are attained.

Marketing vs. Selling (Continued)

Marketing	Selling
It is an integrated approach for getting new customers, fulfilling their needs and makes them loyal for the company's products.	Selling practices moves around the product and services render by the producer.
Marketing practices focuses on profit earning through customer satisfaction.	Selling focuses on profit earning through sales maximization.
Marketing consist strategy implication in its practices. Marketing practices are oriented towards the long term growth and stability perspectives.	Selling consist execution of routine practices with short term gains as aim.

Marketing vs. Selling (Continued)

Marketing	Selling
<p>The marketing practices starts with consumer research process followed by product development, promoting the product and attaining satisfaction of the customers</p>	<p>Selling begins with production of the products followed by availability of the product and ends with sale of goods and services through convincing the customers</p>

Nature of Marketing

- ❖ Marketing is Art as well as Science
- ❖ Marketing as Economic Function
- ❖ Marketing is creating utility
- ❖ Marketing creates legal ownership transfer
- ❖ Marketing is social and dynamic process

Nature of Marketing (Continued)

- ❖ Marketing is goal oriented
- ❖ Marketing is a managerial function
- ❖ Marketing is customer oriented
- ❖ Marketing is human activity

Objectives of Marketing

- ❖ Demand generation
- ❖ Proper information and attractive way of communication
- ❖ Developing brand loyalty
- ❖ Increase market share
- ❖ Developing new market
- ❖ Developing new customer base

Objectives of Marketing (Continued)

- ❖ Creating good customer relations
- ❖ Enhancing profit
- ❖ Rendering new goods and services

Functions performed in Marketing

- ❖ Marketing Research
- ❖ Product planning and development
- ❖ Packaging
- ❖ Standardization and grading
- ❖ Branding
- ❖ Product pricing
- ❖ Product promotion

Functions performed in Marketing (Continued)

- ❖ Supply Chain Management
- ❖ Selling
- ❖ Procuring and warehousing
- ❖ Transportation

Importance of Marketing

- ❖ Coordinating with the change
- ❖ Product availability
- ❖ Economy development
- ❖ Profit maximization
- ❖ Competitive advantage

Scope of Marketing

- ❖ Study of consumer needs
- ❖ Consumer behaviour
- ❖ Production planning and development
- ❖ Promotion
- ❖ Consumer satisfaction
- ❖ Pricing decision
- ❖ Environmental analysis
- ❖ Social responsibility

Reference

SILM developed by Uttarakhand Open University for MS-107 (Marketing Management), Year 2020, ISBN: 978-93-85740-13-8.

Thank You!