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MARKETING MANAGEMENT

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CONCEPT OF MARKETING & MARKETING MANAGEMENT

Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing refers to any activities undertaken by a company to promote the buying or selling of a service. Marketing includes advertising, selling, and delivering products to consumers or other businesses. Some marketing is done by affiliates on behalf of a company. Marketing includes advertising, selling, and delivering products to consumers or other businesses. Some marketing is done by affiliates on behalf of a company. At its core, marketing seeks to take a product or service, identify its ideal customers, and draw the customers' attention to the product or service available.

In the modern corporate world, Marketing involves all the actions a company undertakes to draw in customers and maintain relationships with them. Networking with potential or past clients is part of the work too, and may include writing thank you emails, returning calls and emails quickly, and meeting with clients.

Marketing management

Marketing management is *“planning, organising, controlling and implementing of marketing programmes, policies, strategies and tactics designed to create and satisfy the demand for the firms’ product offerings or services as a means of generating an acceptable profit.”* It deals with creating and regulating the demand and providing goods to customers for which they are willing to pay a price worth their value.

Marketing management performs all managerial functions in the field of marketing. Marketing Management identifies market opportunities and comes out with appropriate strategies for exploring those opportunities profitably. It has to implement marketing programme and evaluate continuously their effectiveness. It has to remove the deficiencies observed in the actual execution of marketing plans, policies, and procedures.

According to **Philip Kotler**, “Marketing Management is the art and science of choosing target markets and building profitable relationship with them. Marketing management is a process involving analysis, planning, implementing and control and it covers goods, services, ideas and the goal is to produce satisfaction to the parties involved”.

Marketing Management Involves:

1. Managerial marketing process starts with the **determination of mission and goals** of the entire enterprise and then defines the marketing objectives to be accomplished.
2. **Evaluate corporate capabilities** on the basis of our strengths and weaknesses.
3. **Determine marketing opportunities** which have to be capitalised. We have to identify and evaluate unsatisfied and potential customers' needs and desires. Market segmentation will enable us to select target markets on which we can concentrate our efforts. Marketing opportunities are influenced by marketing environment, competition, government policies, mass-media, consumerism, public opinion, distribution structure, etc.
4. Once the company has full information regarding marketing opportunities, they can **formulate marketing strategies** in the form of dynamic action-oriented formal plans to achieve mission, goal, and objectives. A strategy is a pattern of purposes and policies, a planned course of action in pursuit of clearly stated objectives in the face of limited resources, and intelligent competition.
5. Marketing strategy points out the level, mix, and allocation of marketing efforts in marketing action plans. The company has appropriate marketing-mix for each target market. The marketing-mix is expected to sell more than competitors.
6. **Marketing action plans or programmes** are to be implemented through proper communication, coordination as well as motivation of marketing personnel.
7. Performance according to plan is duly assured by **effective marketing control**. An effective control system is essential to measure and evaluate the actual results of the marketing strategy. The results are evaluated against our desired objectives. Feedback of evaluation enables marketing management to revise,

adopt, or modify goals and objectives and replan on the basis of feedback of evaluation.

8. Marketing process is ***on-going or dynamic*** and it must adapt itself to the ever-changing environmental needs.

Marketing mix

A marketing mix includes multiple areas of focus as part of a comprehensive marketing plan. Marketing makes use of the "***marketing mix***," also known as the four Ps—product, price, place, and promotion. Neil Borden popularized the idea of the marketing mix and the concept of the Four Ps in the 1950s. The Four Ps collectively makes up the essential mix a company needs to market a product or service.

Product

Product refers to an item or items the business plans to offer to customers. The product should seek to fulfil an absence in the market, or fulfil consumer demand for a greater amount of a product already available. Before they can prepare an appropriate campaign, marketers need to understand what product is being sold, how it stands out from its competitors, whether the product can also be paired with a secondary product or product line, and whether there are substitute products in the market.

Price

Price refers to how much the company will sell the product for. When establishing a price, companies must consider the unit cost price, marketing costs, and distribution expenses. Companies must also consider the price of competing products in the marketplace and whether their proposed price point is sufficient to represent a reasonable alternative for consumers.

Place

Place refers to the distribution of the product. Key considerations include whether the company will sell the product through a physical storefront, online, or through both distribution channels. When it's sold in a storefront, what kind of physical product

placement does it get? When it's sold online, what kind of digital product placement does it get?

Promotion

Promotion, the fourth P, includes a variety of activities such as advertising, selling, sales promotions, public relations, direct marketing and sponsorship.

Promotions are reliant on what stage of the product life cycle the product is in. Marketers understand that consumers associate a product's price and distribution with its quality, and they take this into account when developing the overall marketing strategy.

Marketing Management – Concepts

Marketing concept is the philosophy that companies should examine the requirements of their customers and then makes decisions to satisfy those needs in a better manner than the competitors.

Marketing concepts relate to the philosophy a business use to identify and fulfil the needs of its customers, benefiting both the customer and the company. Same philosophy cannot result in a gain to every business, hence different businesses use different marketing concepts .these are also called marketing management philosophies.

The five marketing concepts are:

1. **Production concept**
2. **Product**
3. **Selling concept**
4. **Marketing concept**
5. **Societal marketing concept**



Figure: Flow diagram of the production concept

When the production concept was defined, a production oriented business dominated the market. Companies following production concept, are concerned primarily with **production, manufacturing and efficiency issues**. Companies that use the production concept have the belief that customers primarily want products that are affordable and accessible. The production concept is based on the approach that a company can increase supply as it decreases its costs. Moreover, the production concept highlights that a business can lower costs *via mass production*. A company oriented towards production **believes in economies of scale** (decreased production cost per unit), wherein mass production can decrease cost and maximize profits. As a whole, the production concept is oriented towards operations.



Such an approach is probably most effective when a business operates in very high growth markets or where the potential for economies of scale is significant.

The product concept

This concept works on an assumption that customers prefer products of greater *quality* and *price* and *availability* doesn't influence their purchase decision. Company develops a product of greater quality which usually turns out to be expensive. This marketing concept believes in potential customers and how their brand loyalty is closely tied to options of products, the quality of those products and the benefits they get from the product and the business they invest in.



One of the best modern examples would be IT companies, who are always improving and updating their products, to differentiate themselves from the competition. This is seen most commonly with our obsession with Apple products and looking forward to their new gadgets and features upon launch.

The selling concept

Production and product concept both focus on production but selling concept focuses on making an actual sale of the product. Selling concept focuses on making every possible sale of the product, regardless of the quality of the product or the need of the customer. The selling concept highlights that customers would buy a company's products only if the company were to sell these products aggressively. This philosophy doesn't include building relations with the customers. This means that repeated sales are rare, and customer satisfaction is not great.



The marketing concept

A company that believes in the marketing concept places the consumer at the centre of the organization. All activities are geared towards the consumer. A business, aims to understand the needs and wants of a customer. It executes the marketing strategy according to market research beginning from product conception to sales.



By focusing on the **needs and wants** of a target market, a company can deliver more value than its competitors. The marketing concept emphasizes the “pull” strategy”. This means that a brand is so strong that customers would always prefer your brand to others’.

The societal marketing concept

This is a relatively new marketing concept. While the societal marketing concept highlights the needs and wants of a target market and the delivery of better value than its competitors, it also **emphasizes the importance of the well-being of customers and society as a whole** (consumer welfare or societal welfare). The societal marketing



concept calls upon marketers to build social and ethical considerations into their marketing practices. They must balance and juggle the often-conflicting criteria of company profits, consumer want satisfaction, and public interest.

*****GOOD LUCK*****.