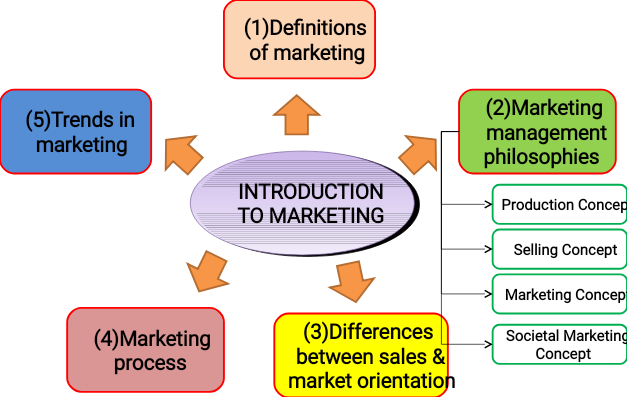
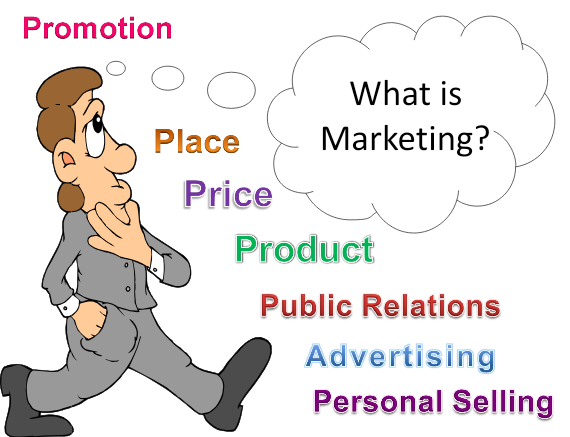
**INTRODUCTION TO MARKETING**

***PREPARED BY:***

**BENGHALEM abdelhadi**

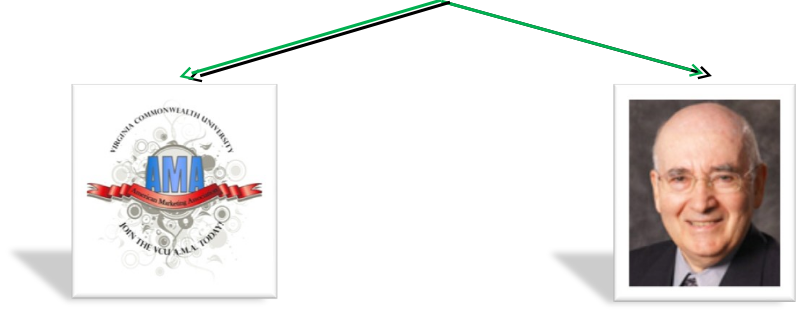




**What Is Marketing?**

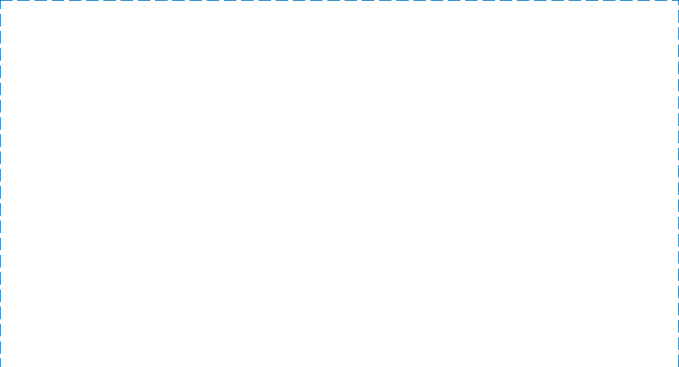


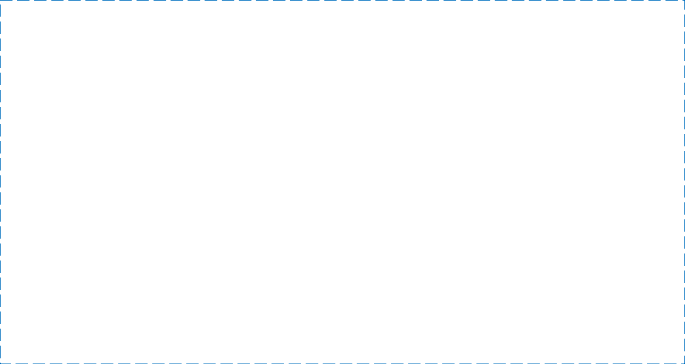
# Definition Of Marketing



**American Marketing**

**Dr. Philip Kotler Association**

***AMA* : *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.**

***Kotler* : A social and managerial process whereby individuals and groups obtain what they need and want through creating and exchanging products and value with others.**

# Simply put

**Marketing is the delivery of customer satisfaction at a profit.**

**Goals**

**Attract new customers by promising superior value and keep and grow current customers by delivering satisfaction.**

# Other Definitions Of Marketing

* ***Marketing* consists of the performance of business activities that direct the flow of goods and services from producer to user.**

***(American Marketing Association)***

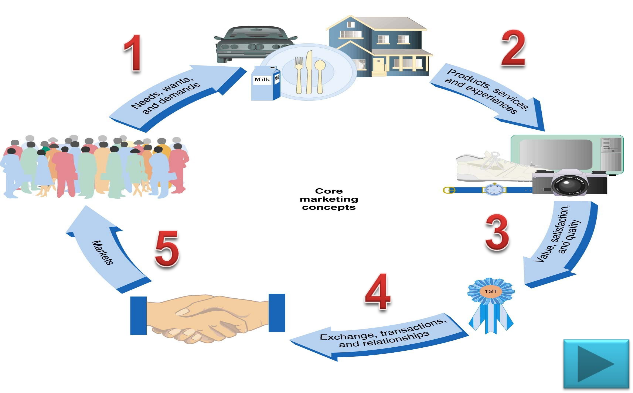
* **Marketing is the process of planning and executing the conception, pricing, promotion, & distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives.**

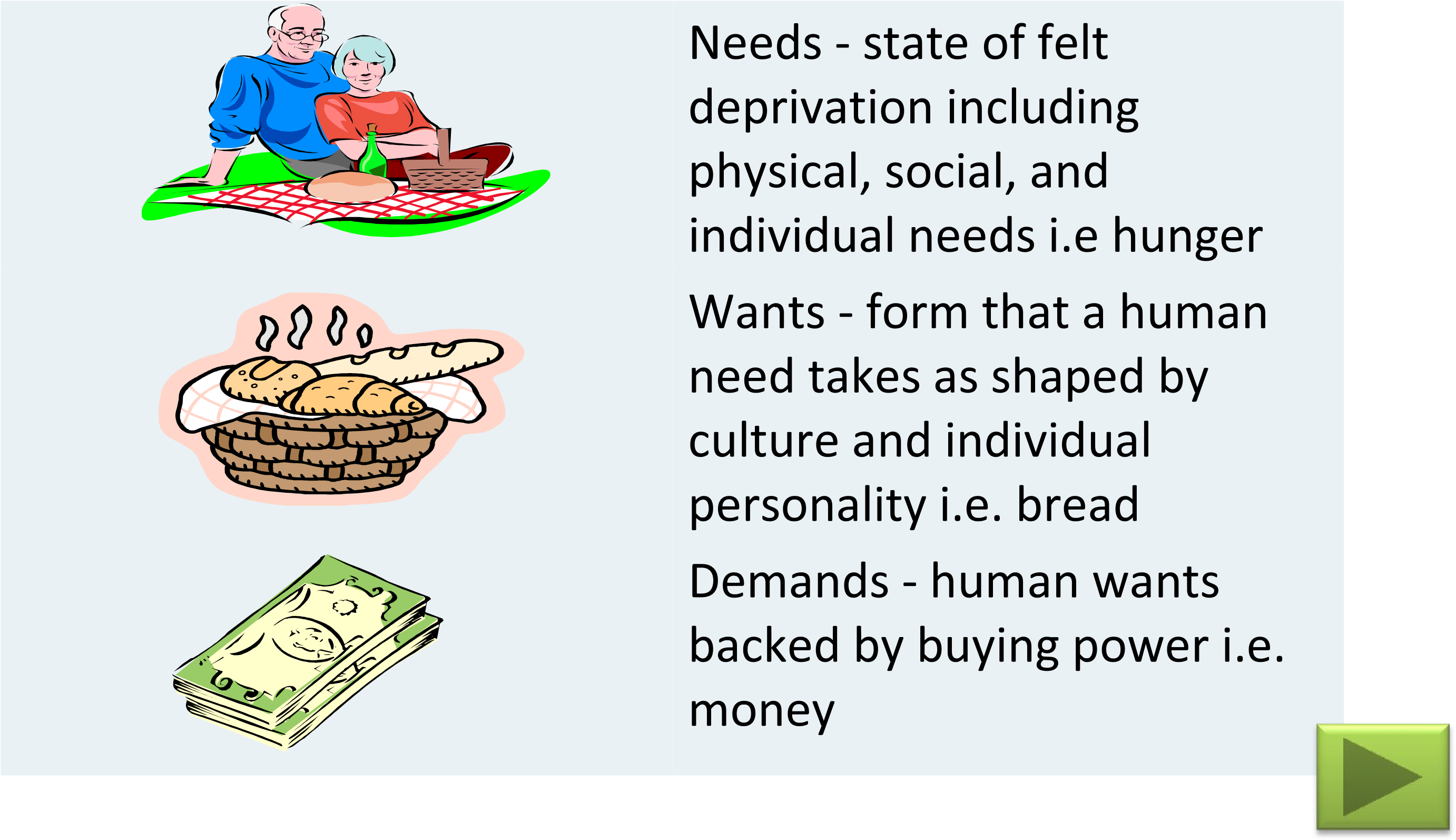
***(American Marketing Association)***

* **Marketing is that of an individual and organizational activities aimed at facilitating exchanges within a set of dynamic environmental forces.**

***(Pride & Ferrell)***

**Core Marketing Concepts**



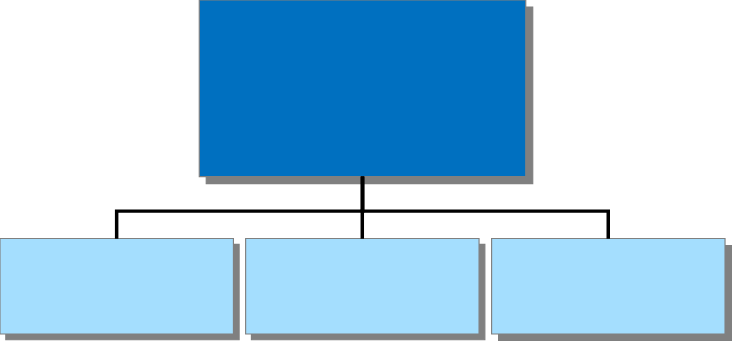
**What are Consumers’ Needs, Wants, and Demands?**

**The Organization’s Focus**

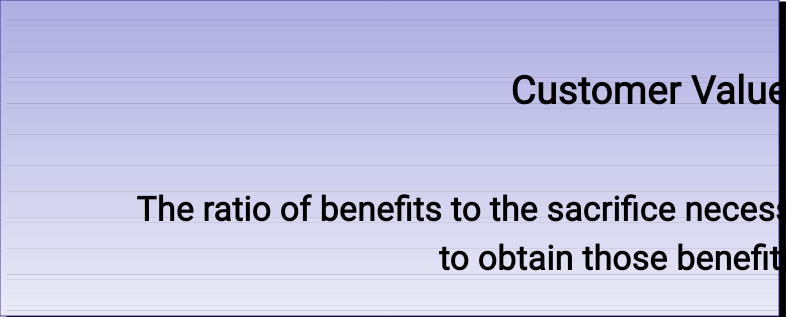
**Key Issues in Key Issues in**

**Developing Developing**

## Competitive AdvantageCompetitive Advantage

**CustomerCustomerCreate Create ValueValue Build Long-Term Build Long-TermRelationshipsRelationships SatisfactionSatisfactionCustomerCustomerMaintain Maintain** 

**Customer Value**



**Customer Value Requirements**

 **Offer products that perform**

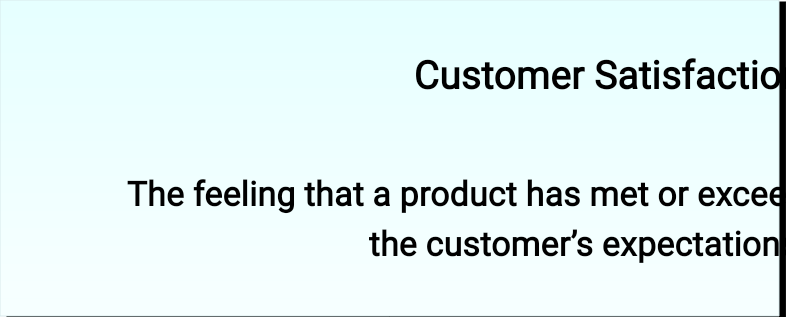
 **Give consumers more than they expect**

 **Avoid unrealistic pricing**

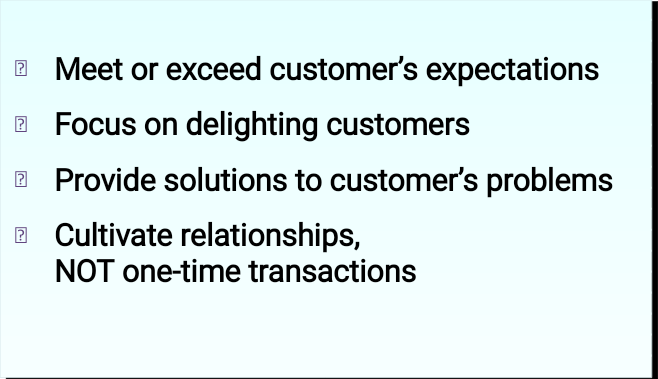
 **Give the buyer facts**

 **Offer organization-wide commitment in service and after-sales support**

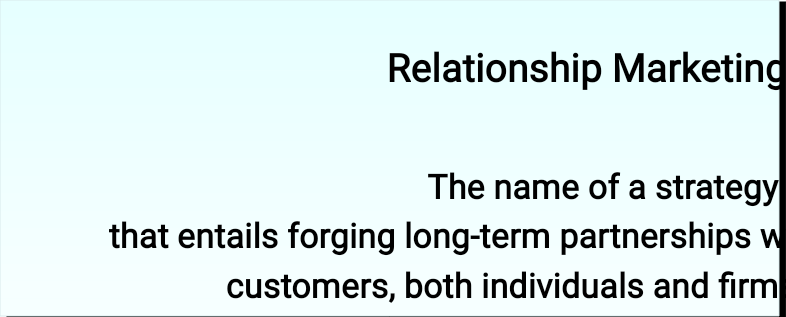
# Customer Satisfaction



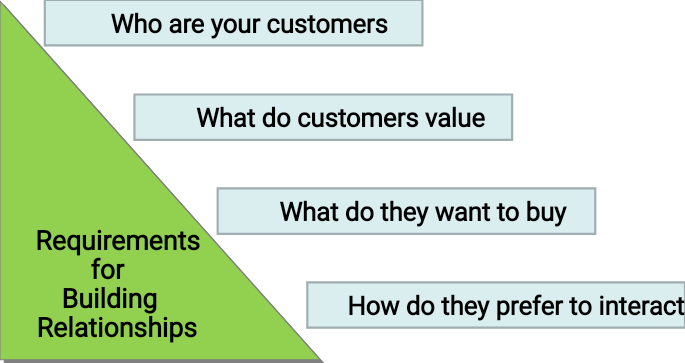
**Maintaining Customer Satisfaction**

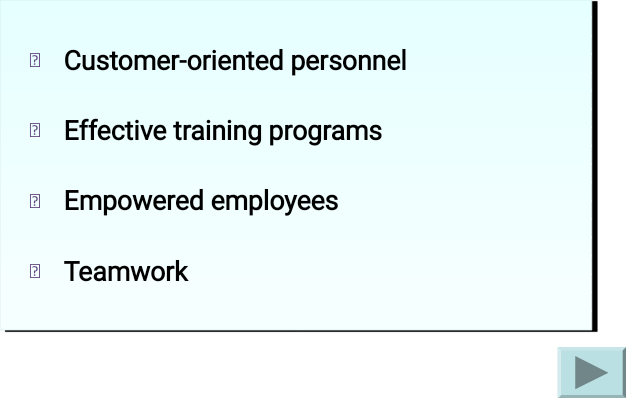


**Relationship Marketing**



**Relationship Marketing**



**Building Long-Term Relationships**

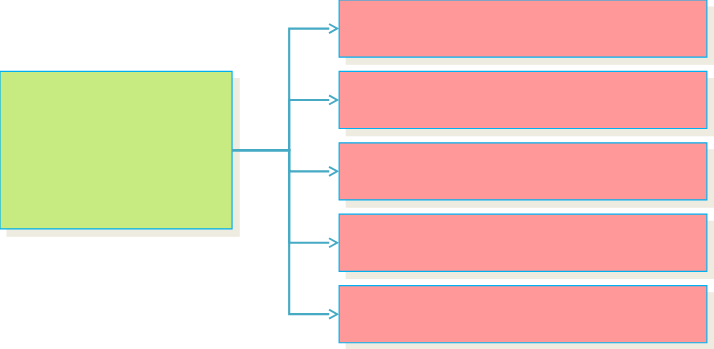
## The Concept of Exchange

* **Lamb : The idea that people give up something to receive something they would rather have.**
* **Kotler : The act of obtaining a desired object from someone by offering something in return.**

**At Least Two PartiesAt Least Two Parties**

**Something of ValueSomething of Value**

**Necessary Conditions Necessary Conditions**

**for Exchangefor Exchange Communication and DeliveryCommunication and Delivery**

**Freedom to Accept or RejectFreedom to Accept or Reject**

**Desire to Deal With Other PartyDesire to Deal With Other Party**



 **Exchange may not take place even**

**if conditions are met;**

 **An agreement must be reached; and**

 **Marketing occurs even if exchange does not take place.**



## Marketing Management Philosophies

**Focus on internal capabilities of the firm.**  

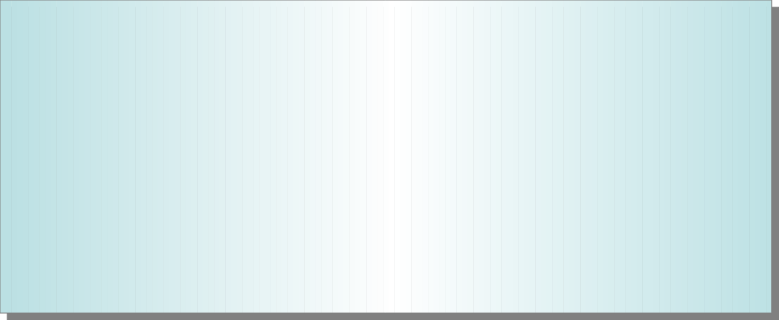
**Focus on aggressive sales techniques and believe that high sales result in high profits**

**Focus on satisfying customer needs and wants while meeting objectives**

**Focus on satisfying customer needs and wants while enhancing individual and societal well-being**

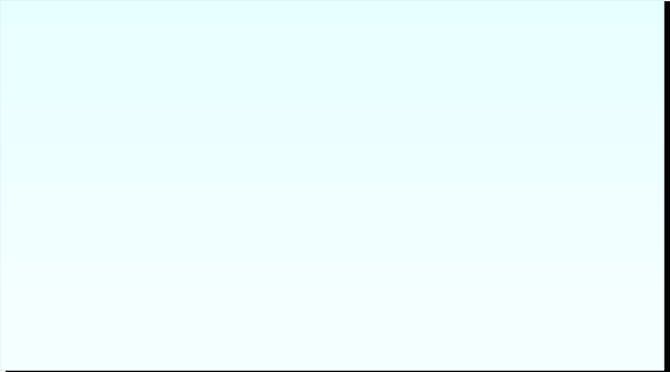
**The Marketing Concept / Orientation**

### The Marketing Concept

**The idea that the social and economic justification for an organization’s existence is the satisfaction of customer wants and needs while meeting organizational objectives.**

**The Marketing Concept**

 **Focusing on customer wants and needs to distinguish products from competition**

 **Integrating all the organization’s activities to satisfy customer wants and needs**

 **Achieving the organization’s long-term goals by satisfying customer wants and needs**

### Achieving a Marketing Orientation

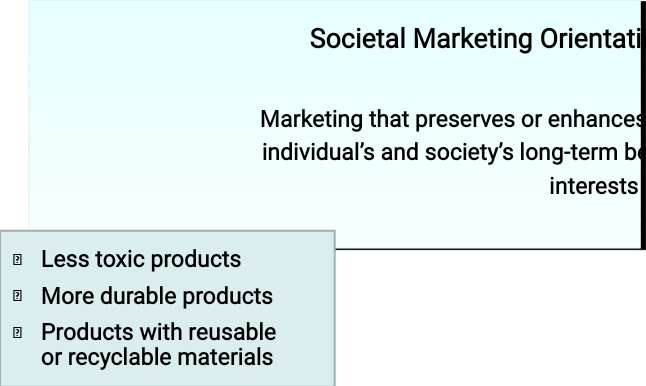
 **Obtain information about customers, copetitor and markets**

 **Examine the information from a total business perspective**

 **Determine how to deliver superior customer value**

 **Implement actions to provide value to customer**

# Societal Marketing Orientation



**Review: Marketing Management**

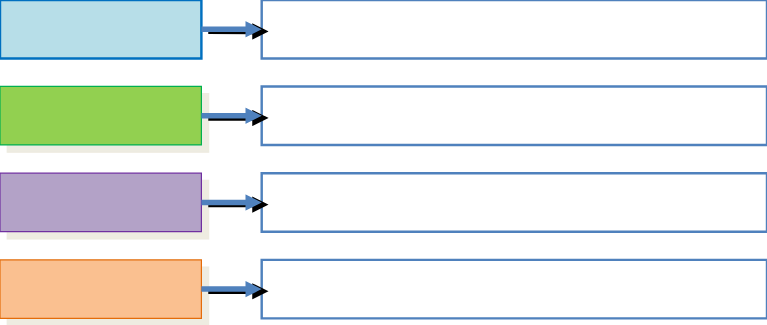
**Philosophies**

**Orientation Focus**

**Production What can we make or do best?**

**SalesSales How can we sell more aggressively?**

**MarketingMarketing What do customerswant and need?**

**SocietalSocietal What do customers want and need, and how can we benefit society?**

## Sales vs Market Orientation

|  |  |
| --- | --- |
| **Sales Orientation** | **Market Orientation** |

1. Organization Focus
2. What type of business organization is in?
3. To whom the product is directed?
4. Firm’s primary goal
5. Ways to achieve the goal

Inward –fulfill organization’s Outward – fulfill wants and

|  |  |
| --- | --- |
| needs. | preferences of customers. |
| Selling goods and services. | Satisfying customers needs and wants and delivering superior value. |
| Everybody. | Specific groups of people. |
| Achieve profit through maximum sales volume. | Achieve profit through customer satisfaction. |
| Through intensive promotion. | Through coordinated marketing and interfunctional activities. |

## Marketing Process

* **A marketing process include all the marketing’s role and activities in the organization.**
* **The marketing process include the process of:-**
  1. **Analyzing marketing opportunities and developing the organization’s mission and objectives.**
  2. **Selecting target markets.**
  3. **Developing the marketing strategy by developing marketing mix**

**(4 P’s).**

* + - **Product , Price, Promotion, and Place.**

**1) Managing the marketing effort.**

* + - **Include analysis, planning, implementation, and control.**
    - **Can be done by SWOT analysis (strengths, weaknesses, opportunities, threats).**

Defining a Firm’s Business

* Use “customer benefits” instead of

“goods/services”

* Ensures a customer focus
* Encourages innovation and creativity
* Stimulates an awareness of changesin customer preference

Why Study Marketing?

* Plays an important role in society
* Vital to business survival, profits and growth
* Offers career opportunities
* Affects your life every day

Why Study Marketing?

Vital Marketing Activities for Organizations

* Assess the wants and satisfaction of customers
* Design and manage product offerings
* Determine prices and pricing policies
* Develop distribution strategies
* Communicate with present and potiential customer

**Trends in Marketing**

