**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.

‘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 oth.

5 Ps of Marketing

Product

Promotion

Pricing

Place (or distribution system)

People

**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, heavyexpense 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

**PROMOTION**

Anything that is offered to the market for attention, acquisition, useor 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

**E – MARKETING**

E Marketing is the process of marketing a brand using the

Internet. It includes both direct response marketing and indirect

marketing elements and uses arrange of technologies to help

connect businesses to their customers

**E – MARKETING**

Public Relation

Sales promotion.

Brochure ware.

Direct selling.

Customer relationship marketing.

Market research.

Managing supplier relationships