

Chapter 1: Intro to Marketing

What is Marketing?

- marketing: the activity, set of institutions, and processes for creating, capturing, communicating, delivering, and exchanging offerings that have **value** for customers, clients, partners, and society at large
 - advertising is marketing, but marketing is not always advertising
- marketing plan: specifies the marketing activities for a specific period of time
 1. how the product or service will be conceived or designed
 2. how much it should cost
 3. where and how it will be promoted
 4. how it will get to the consumer
- core aspects of marketing
 1. marketing affects various stakeholders
 1. supply chain partners, society at large, etc
 2. marketing is about satisfying the consumer's needs and wants
 3. marketing entails an exchange
 4. marketing creates value through product, price, place, and promotion decisions
 5. marketing can be performed by individuals and organizations
- an exchange is the trade of things of value between the buyer and the seller so that each is better off as a result

The Marketing Mix (or the 4 Ps): product, price, places and promotion

- set of decisions or activities that the firm uses to respond to the wants of its target markets
- **product:** creating value
 - goods, services, and ideas
 - to satisfy customer needs
- **price:** capturing value
 - money, time, energy, etc
- **place:** delivering value
 - marketing channel management or supply chain management: oversight of a chain where merchandise is produced and distributed
 - all activities needed to get the product to the right customer when the customer wants it
 - ends up bumping up the cost because of all the middle men it takes that have their own fees
- **promotion:** communicating value
- business to consumer (B2C) marketing

Introduction To Marketing Study Manual

Matthew Housden



Introduction To Marketing Study Manual:

Marketing Study Guide Geoff Lancaster, 2018-12-17 This comprehensive book is a core text that covers all areas of marketing. It is written in a straightforward style and is intended for diploma and degree level students who are studying the subject for the first time. It gives guidance on how to study for exam success and extend knowledge by setting personal objectives and collecting information to revise effectively. Advice on how to pass marketing examinations is given through typical questions, suggested solutions, and comments from marketing examiners. The book discusses consumer and organizational buyer behaviour, segmentation, targeting, product and service positioning, pricing, channels of distribution, logistics, advertising, sales promotion, public relations, product issues, e-marketing, sales forecasting, and marketing research and information systems. Strategic issues like portfolio analysis, reverse marketing, and stages of the marketing planning process and its place in the corporate plan are explained. Furthermore, key definitions, marketing theories, with author references, explanatory figures, diagrams, and examples of marketing practice are also provided. [Marketing Information Guide](#), 1969

Basics of Marketing Dr. Mukul A. Burghate, Marketing is complex. It encompasses tons of different disciplines, strategies, and tactics. As a result, developing a basic understanding of how it works can be difficult. Learning the trade can take years of dedication and honing your craft, oftentimes in a handful of specific areas such as strategy, copywriting, or analytics. Like a lot of things though, future success starts with solid fundamentals. The purpose of this study material is to present an introduction to the subjects of MBA. The book contains the syllabus from basics of the subjects going into the intricacies of the subjects. All the concepts have been explained with relevant examples and diagrams to make it interesting for the readers. An attempt is made here by the author to assist the students by way of providing study material as per the curriculum with non-commercial considerations. However, it is implicit that these are exam-oriented study material, and students are advised to attend regular class room classes in the Institute and utilize reference books available in the library for in-depth knowledge. We owe to many websites and their free contents; we would like to specially acknowledge contents of website www.wikipedia.com and various authors whose writings formed the basis for this book. We acknowledge our thanks to them. At the end, we would like to say that there is always a room for improvement in whatever we do. We would appreciate any suggestions regarding this study material from the readers so that the contents can be made more interesting and meaningful. Dr. Mukul Burghate, Author

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RETAIL & SERVICES MARKETING Dr. Mukul Burghate, India's retail sector is evolving at breakneck speed fuelled by a strong economy favourable demographics rising wealth levels and the rapidly changing lifestyles and consumer aspirations of an ever growing middle class Rarely a week goes by without major announcements by retailers and property developers committing to aggressive programmes of retail expansion and shopping mall development or announcements about the arrival of new market entrants or the forging of new joint ventures with foreign retailers all eager to participate in an increasingly dynamic sector India's cities are witnessing a paradigm shift from traditional forms of retailing into a modern organised sector a transformation that will no doubt accelerate over the coming decade The booming retail sector is offering significant new property opportunities but also many challenges for a new market that is going through structural change at an unprecedented rate Taking about service marketing we as consumers use services every day Turning on a light watching TV talking on the telephone riding a bus visiting the dentist mailing a letter getting a haircut refueling a car writing a cheque or sending clothes to the cleaners are all examples of service consumption at the individual level The institution at which you are studying is itself a complex service organization In addition to educational services today's college facilities usually include libraries and cafeterias counselling a bookstore placement offices copy services telecommunications and even a bank If you are enrolled at a residential university campus services are also likely to include dormitories health care indoor and outdoor athletic facilities a theatre and perhaps a post office There are particular problems and challenges in managing services namely intangibility inseparability variability and perishability In particular services have to contend with uncertainties over customer involvement and what they expect It is in this context a study Material on introduction to the subject Retail we would like to specially acknowledge contents of website www.wikipedia.com and various authors whose writings formed the basis for this book We acknowledge our thanks to them At the end we would like to say that there is always a room for improvement in whatever we do We would appreciate any suggestions regarding this study material from the readers so that the contents can be made more interesting and meaningful Readers can email their queries and doubts to our authors on tmcnagpur@gmail.com We shall be glad to help you immediately Author Dr Mukul Burghate

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