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المحاضرة الأولى

MARKETING FUNDAMENTALS & MARKET ORIENTATION



BY •

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*My dear.....
Are thinking that you are
professional enough?????*



Why marketing?????

Marketing is of vital importance to any business. It is the key process of researching, promoting and selling products or services to your target market (people).

The bottom line of any business is profit. Profit is largely the result of successful sales. Sales are the result of demand (in the form of purchases) from people who have been convinced by the value of a product or service (Marketing).

Marketing fundamentals

- ❖ What is marketing?
- ❖ What is the difference & intersection between marketing and sales?
- ❖ What the objective from studying this course?
- ❖ How getting the max. output from this course?
- ❖ What is marketed?
- ❖ who markets?
- ❖ What are types of Markets?

What is Marketing?

Marketing is defined to be the process responsible for anticipation, identification , and satisfaction of customer needs through a profit.

“Meeting needs profitably”

What is Marketed?

Marketers market 10 main types of entities: goods, services, events, experiences, persons, places, properties, organizations, information, and ideas.

Who Markets?

MARKETERS AND PROSPECTS A marketer is someone who seeks a response attention, a purchase, a vote, a donation from another party, called the prospect. If two parties are seeking to sell something to each other, we call them both marketers.

What are types of Markets?

There are 3 types of markets which are

- ☐ **The Marketplace**
- ☐ **The Market space**
- ☐ **The Meta markets**

What are types of Market places?

B2B : Business to Business.

B2C : Business to Customer.

C2B: Customer to Business .

C2C: Customer to Customer .

G2B: Government to Business.

G2C: Government to
Customer.



Role of marketing manager

- ❑ He is the bridge between the company and the market.
- ❑ His functions are (APIC)
 - ❖ Analysis
 - ❖ Planning
 - ❖ Implementation
 - ❖ Control



Role of marketing manager

- **Analysis**
Although analysis is a part of planning but we put it in separate function to reflect the importance of it. Also it consider the body of the marketing plan.
- **Planning**
Refers to the steps of the marketing plan.
- **Implementation**
How much is achieved from what was planned
- **Control**
Process of comparing between actual & planned and in case of deviation a corrective action is required.
Control is sometimes referred to as monitoring or follow-up.

What are Consumers' Needs, Wants, and Demands?

	Needs - state of felt deprivation including physical, social, and individual needs i.e hunger
	Wants - form that a human need takes as shaped by culture and individual personality i.e. bread
	Demands - human wants backed by buying power i.e. money

Core Marketing Concepts

Needs are the basic human requirements such as for air, food, water, clothing, and shelter. Humans also have strong needs for recreation, education, and entertainment.

These needs become **wants** when they are directed to specific objects that might satisfy the need. A U.S. consumer needs food but may want a Philly cheesesteak and an iced tea. A person in Afghanistan needs food but may want rice, lamb, and carrots. **Wants are shaped by our society.**

Demands are wants for specific products backed by an ability to pay.

Many people want a Mercedes; only a few are able to buy one. Companies must measure not only how many people want their product, but also how many are willing and able to buy it

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marketing can't create a need for customer Marketing big challenge person really knows that he needs ad the unconscious is what he doesn't really know that he needs , the role of marketers is take the need from the unconscious to the conscious.



**DESPITE WHAT SOME PEOPLE THINK,
ADVERTISING CAN'T MAKE YOU
BUY SOMETHING YOU DON'T NEED.**

Some people would have you believe that you are pretty in the face of every advertiser in the country. They think that when advertisers typed under your name, your mind has to retool.

It's true, hypnosis. Subliminal messages. Brain washing. Mind control. Brainwashing.

And you are a consumer for it.

It originates with your life, but
engaged in full of local presence.
Why your garage is full of a
personal drive.
Why your house is full of love
you don't need, TV's around, and
help you don't use, and others
don't want.
You don't have a choice. You
have to live.

That's why this message is a cleverly disguised advertisement to get you to buy land in the region.
(Get your goats, huh?) and I send it to your friends.

ADVERTISING
 ADVERTISING WORKS FOR FARMERS OF CHICKEN.
 American Association of Advertising Agencies

Marketing can't create a need for customer

What are different types of needs?

There are two types of needs:

- ❖ **Physical needs** (The customer wants a car whose operating cost, not initial price, is low.)
- ❖ **Psychological needs** (The customer wants an inexpensive car.)

Marketing concepts development

Marketing concepts was developed through time to :

- ❖ Production concept.
- ❖ Product concept.
- ❖ Selling concept.
- ❖ Marketing concept.
- ❖ Corporate social responsibility (CSR).

Evolution of Business Models and
the role of Marketing



As business philosophy has evolved, so has the
role of marketing...customer satisfaction is now
at the core

Production concept

The production concept holds that consumers will prefer products that are widely available and inexpensive.

Example: Henry Ford produced high volume of cars one model and one colour.

Why???

Product concept

The product concept holds that Consumers favour products that offer the innovative features, most quality, performance.

“non consideration with consumer needs”

Example1: Samsung intend to develop the new mobile edition without asking customers.

Example2: developing the cigarette's rolling paper.

Selling concept

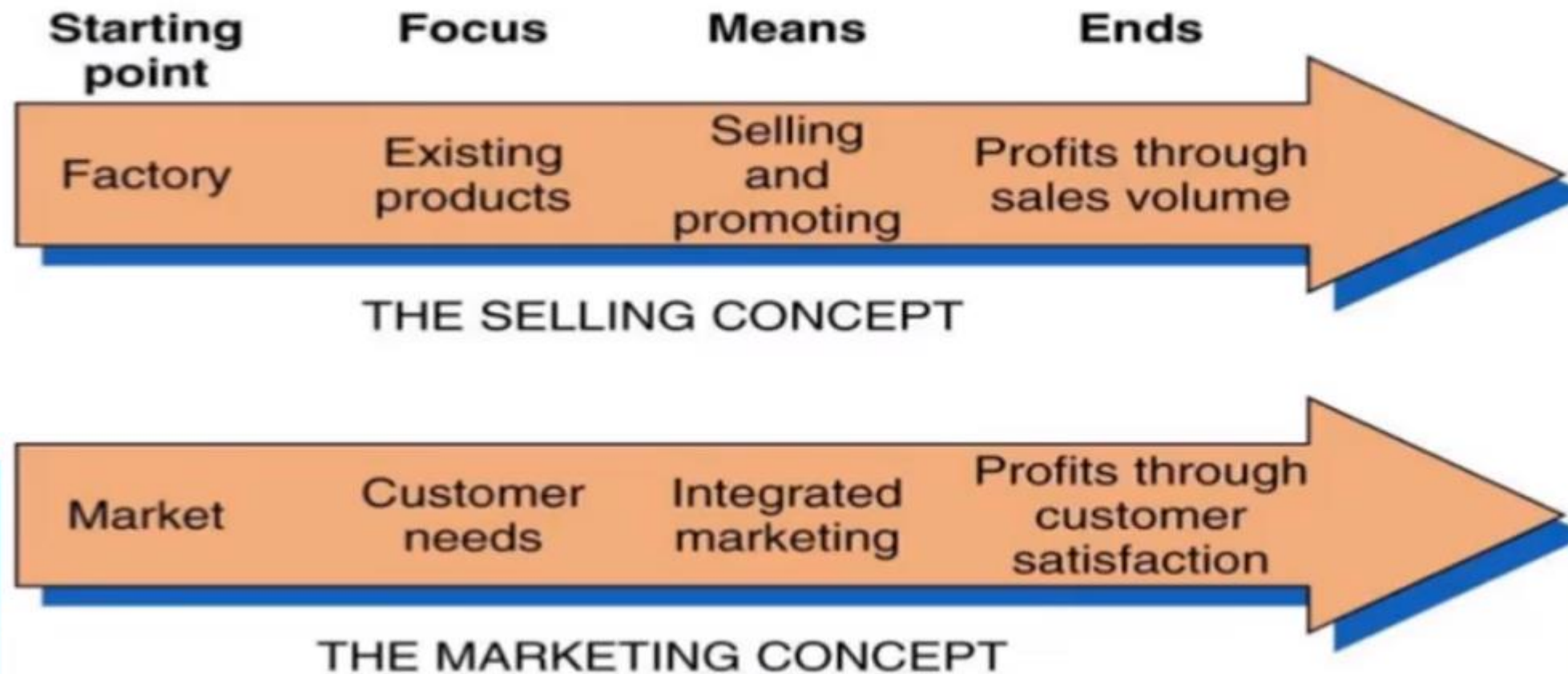
The selling concept holds that consumers and businesses, will ordinarily not buy enough of the organization's products, therefore, the organization must undertake aggressive selling and promotion effort.

Marketing concept

The marketing concept holds that the key to achieving Organizational goals consists of the company being More effective than competitors in creating, delivering, and communicating superior customer value to its chosen target markets.

Marketing and Sales Concepts

Marketing concept vs. Sales concept



Push vs. Pull strategies

- A **push strategy** involves the manufacturer using its sales force and trade promotion money to induce intermediaries to carry, promote, and sell the product to end user.
- A **pull strategy** involves the manufacturer using advertising and promotion to induce consumers to ask intermediaries for the product, thus inducing the intermediaries to order it.

Social responsibility (CSR)

It is the obligation of any organization to increase its positive effects and decrease its negative effects on the society



Advantages of (CSR) concept

- ☐ Improve the org. image among people and stock holders.
- ☐ Increase customer's loyalty to the org.
- ☐ Take the governmental support when facing problems.
- ☐ It is deducted from the firms taxation



The Avon walk for breast cancer

Avon is the largest corporate supporter of the breast cancer cause with more than \$ 250 million generated since the first program in 1992

