

II BBA MARKETING MANAGEMENT

CHAPTERS

- INTRODUCTION TO MARKETING MANAGEMENT.
- PRODUCT AND PRICING STRATEGY.
- DISTRIBUTION AND PROMOTION STRATEGY.
- DIGITAL AND GREEN MARKETING.

UNIT I –

INTRODUCTION TO MARKETING MANAGEMENT

MARKET - It is getting together of buyers and sellers in person or mail or through any other means of communication.

DEFINITION – According to Philip Kotler,” a market is an area for potential exchanges. The negotiation work maybe conducted face to face or maybe done through other means of communication.

MARKETING – It consists of all those activities which help the flow of goods from the producers to the ultimate consumers.

MARKETING MANAGEMENT – It is the analysis ,planning ,organising, directing and controlling all those activities relating to the marketing of goods to satisfy customers wants and maximise profits for the enterprise.

EVOLUTION OF MARKETING

The three stages are:

- ❖ Pre-Industrial revolution period.
- ❖ Period of Industrial revolution.
- ❖ Post-Industrial revolution period.

IMPORTANCE OR BENEFITS OF MARKETING

1) Benefits to the society

- Marketing stimulates specialisation and division of labour which contributes to the satisfaction of consumers needs quickly ,easily, efficiently and economically.
- Marketing makes goods and services more useful to the society by creating place ,time and possession utility.
- Marketing helps the consumers to get those goods and services they want.
- Efficient marketing reduces the cost of distribution which results in the lower prices for the consumers.
- The continuous flow of goods from the producers to the consumers contributes to the maintenance of high level of economic activity.
- Marketing contributes to a healthy balance between production and consumption .Thus it avoids the cyclical fluctuations and maintain the economic stability.
- Marketing creates employment opportunity.
- Marketing contributes to increase in the incomes of the people.
- It helps to raise the standard of living of the community.
- Marketing contributes to the fuller utilisation of the available resources.
- Marketing has contributed to the exchange economy in countries.

2) Benefits to the individual business firm

- ❖ Marketing helps the business firm to earn profit.
- ❖ It gives continuous market information and helps the firm to adjust its production according to the changing conditions in the market.
- ❖ It serves as the basis for decision making.
- ❖ Marketing converts potential demand into effective demand.
- ❖ It helps to expand the market for a product.
- ❖ The process and the volume of production depend upon the successful performance of the marketing operations.
- ❖ Marketing reduces the time involved in the task of exchange due to specialised labours.
- ❖ Marketing provides the working capital required by a firm.

DIFFERENCES BETWEEN TRADITIONAL MARKETING AND MODERN MARKETING

TRADITIONAL MARKETING

- It is a mere Physical process connected with the exchange of goods.
- Traditional marketing is sales –oriented.
- It is concerned with the performance of the activities necessary to secure the distribution and sale of goods which the producer has.
- Traditional marketing focuses on seller's goods.
- Selling efforts of a concern are company oriented.
- Traditional marketing aims at profit through increased sales volume.
- Traditional marketing aims at short term objectives.
- Traditional marketing is successful only in the country where there is a shortage of goods leading to the existence of a sellers market.

MODERN MARKETING

- It is not just a physical process connected with the exchange of goods. It is concerned with the creation of satisfied customers.
- Modern marketing is consumer-oriented.
- It is concerned with the performance of the activities necessary to secure the distribution and sale of goods as are needed by the consumers.
- Modern marketing focuses on consumer needs.
- Selling efforts of a concern are market oriented.
- Modern marketing aims at profit through increased sales to the satisfaction of the consumers and profit to the seller.
- Modern marketing aims at long-term objectives.
- Modern marketing can be successful both in sellers market as well as in buyers market.

FEATURES OF MARKETING MANAGEMENT

- 1) It is the Functional area of business management which is concerned with the marketing of goods and services.
- 2) Marketing management is a process.
- 3) It covers the planning ,organising ,directing and controlling of all those activities relating to the marketing of goods and services.
- 4) Marketing management is goal oriented.
- 5) It is concerned with the determination and satisfaction of the needs of the consumers , marketing research and product planning.
- 6) Appropriate marketing mix (4ps) is one of the important elements of marketing management.
- 7) Marketing management rests on the notion of exchange which is the core of marketing activity.
- 8) Marketing management applies marketing concept not only to goods and services but also to ideas.

OBJECTIVES OF MARKETING MANAGEMENT

1. Determination of customer's needs.
2. Creation of demand.
3. Customer satisfaction.
4. Generation of profits.
5. Contribution to national development.
6. Raising the standard of living of the people.

CONTEMPORARY ISSUES IN MARKETING MANAGEMENT(recent trends in marketing)

- **E-Business [Electronic Business]** – It means buying and selling of goods and services online by customers through internet.
- **Telemarketing** – It is the system of marketing of goods and services by the marketers and the placing of orders for goods and services by customers through telephones.
- **M-Business [Mobile Business]**- It is a technology of buying or selling goods through S.M.S via mobile phones.
- **Relationship marketing** – It is the practise of building a long- term relationship with key parties in order to ensure their long-term dealings with the business.
- **Retailing** – It means selling the goods in small lots to the final consumers for their personal use.
- **Concept marketing** – It is the act of conceiving new concept or idea, and converting it into a product for sale.
- **Virtual marketing [web marketing]** – It is the process of conducting marketing activities geographically through electronic means.



ASSIGNMENT

IMPACT OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOUR

END OF UNIT -I

Meaning :-

It is the optimum combination of the four marketing elements [4p's] in the light of the current marketing environment.

Elements of Marketing mix :-

- **Product .**
- **Pricing .**
- **Promotion.**
- **Place /Distribution.**

PRODUCT

Meaning :- A product is any object which has an identifiable physical existence.

Definition :- In words of W. Anderson, “A product is a bundle of utilities consisting of various product features and accompanying services”.

Features of Product

1. Physical attributes
2. Intangible attributes
3. Associated attributes
4. Exchange value
5. Consumer satisfaction
6. Business satisfaction
7. Product is synonymous with goods.
8. Product includes services.
9. Any change introduced in the product results in a separate product.
10. Buyers buy the benefit.
11. Product includes all services accompanying the product.

TYPES OF PRODUCTS / GOODS

1) CONSUMER GOODS

a) Convenience Goods

b) Shopping Goods

c) Speciality Goods

2) INDUSTRIAL GOODS

a) Materials entering into products

b) Manufacturing , Operating or Service Supplies

c) Equipment and Physical facilities used in producing goods or services

d) Management materials.

NEW PRODUCT DEVELOPMENT

Reasons for the Development of New Product.

- ❑ Increased consumer selectivity
- ❑ Product Life cycle
- ❑ New Product is a basic profit determinant
- ❑ New products are essential for growth
- ❑ Resources and Environmental considerations

STAGES IN NEW PRODUCT DEVELOPMENT

- 1) Generation of New Product ideas.
- 2) Evaluation or Screening of ideas.
- 3) Business analysis.
- 4) Product Development.
- 5) Test Marketing.
- 6) Commercialisation

FAILURE OF NEW PRODUCTS :-

1. Poor Product Quality.
2. Higher Price.
3. Poor timing.
4. Inherent Defect.
5. Extent of Competition.
6. Lack of Promotional Measures.
7. Faulty distribution Policy
8. Unavailability of spare parts.
9. Poor After-sale Services
10. Imitation of Products

PRODUCT LIFE CYCLE

Meaning :- It refers to the various stages a product goes through from its introduction ,through its growth, maturity and saturation and the eventual decline and obsolescence.

STAGES OF PRODUCT LIFE CYCLE:-

- A. Introduction stage.
- B. Growth stage
- C. Maturity stage
- D. Saturation stage
- E. Decline and Obsolescence stage.

MARKETING STRATEGIES DURING THE LIFE CYCLE OF A PRODUCT

The marketing strategies adopted by the enterprise at different stages are:-

At the Introduction stage.

At the Growth stage

At the Maturity stage

At the Saturation stage

At the Decline and Obsolescence stage