

Marketing Today

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Marketing Definition

Marketing is the Anticipation, Management and Satisfaction of Demand through the Exchange Process

Definition of Marketing

Anticipation of Demand requires a firm to do consumer research in anticipation of market's potential and consumers' desires.

Management of Demand includes:

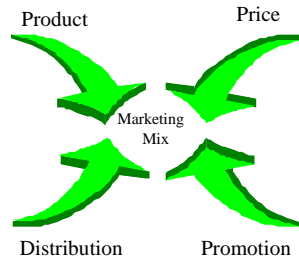
- Stimulation: motivates consumers to want firm's offerings
- Facilitation: makes it easy to buy offerings

Definition of Marketing

Satisfaction of Demand involves product availability, product performance, perceptions of safety, and after-sale services.

An Exchange Process includes the agreement for payment: cash/credit/promise to pay or support for a firm, institution, idea, or place.

Marketing Mix



The marketing mix consists of four elements: product, distribution, promotion, and price.

Product



Concept of Product

- Product : meaning and concept
- Levels of product
- Types of product
- Consumer goods
- Classification of consumer goods
- Industrial or business goods

Branding

Meaning of branding

Difference between brand name and trademark

Objectives of branding

Importance of branding

From buyer's and consumer's viewpoint

From producers and seller's point of view

Importance of branding

Product Continued



Types of brand

- On the basis of ownership
- On the basis of market area
- On the basis of number of products packaging
- Meaning of packing and packaging
- Function of packaging
- Classification of packaging labeling
- Meaning and objectives of labeling
- Types of labels
- Functions of labeling

Place (Distribution)



Concept

Concept and meaning of distribution

Aspects of distribution

Objectives of distribution

Importance of distribution

Channels of distribution

Channel system

Channel structure for consumer products

Channel structure for consumer products

Channel structure for industrial products

Wholesaling

Meaning and features of wholesaler/distributor

Role and functions of wholesalers/distributor

Elimination of wholesaler/distributor

Types of wholesaler

Manufacturer's sales branches and offices

Place (Distribution) Continued



Retailing

- Meaning and features of retailing
- Roles and importance of retailer in the channel system
- Difference between wholesaler and retailer
- Departmental store/Supermarket
- Co-operative stores
- Mail-order business
- Other direct retailing methods

Pricing



- Concepts and meaning of price and pricing
- Importance of pricing
- Factors affecting price determination
- Internal or controllable factors
- External or independent pricing factors
- Pricing terminologies
- Discounts
- Allowances

Promotion



Concept

- Concept of promotion
- The objectives and functions of promotion

Advertising

- Meaning and importance of advertising
- Objectives of advertising/Advertising media

Personal selling

- Meaning and importance of personal selling
- Roles and importance of personal selling
- Salespersons
- Qualities of successful salesperson

Promotion Continued



Sales promotion

- Meaning of sales person
- Roles and importance of sales person
- Objectives of sales person
- Sales promotion methods or tools

Publicity

- Meaning and characteristics of publicity
- Importance of publicity

Public relations

- Meaning and nature of public relations
- Objectives of public relations

Marketing Functions

Environmental analysis and marketing research:

Monitoring and adapting to external factors that affect success or failure, such as the economy and competition; and collecting data to resolve specific marketing issues.

Broadening the Scope of Marketing:

Deciding on the emphasis to place, as well as the approach to take, on societal issues, global marketing, and the Web.

Consumer analysis:

Examining and evaluating consumer characteristics, needs and purchase processes; and selecting the group(s) of consumers at which to aim marketing efforts.

Marketing Functions Continued

Product planning (including goods, services, organizations, people, places, ideas):

Developing and maintaining products, product assortments, product images, brands, packaging, and optional features.

Distribution planning:

Forming logistical relationships with intermediaries, physical distribution, inventory management, warehousing, transportation, allocating goods and services, wholesaling, and retailing.

Promotion planning:

Communicating with customers, the general public, and others through some type of advertising, public relations, personal selling, and/or sales promotion.

Marketing Functions Continued

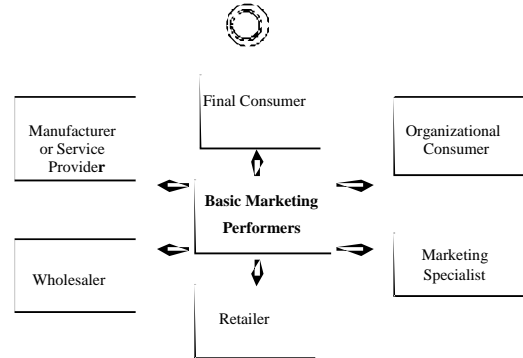
Price planning:

Determining price levels and ranges, pricing techniques, terms of purchase, price adjustments, and the use of price as an active or passive factor.

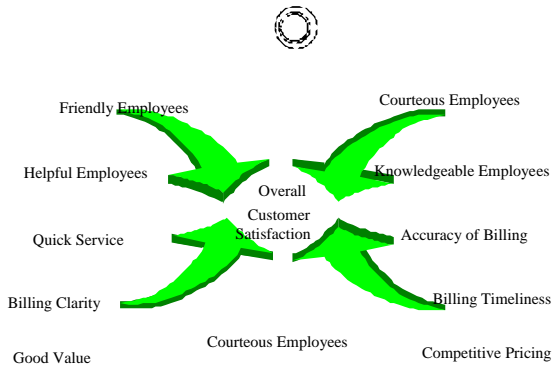
Marketing management:

Planning, implementing, and controlling the marketing program (strategy) and individual marketing functions; appraising the risks and benefits in decision making; and focusing on total quality.

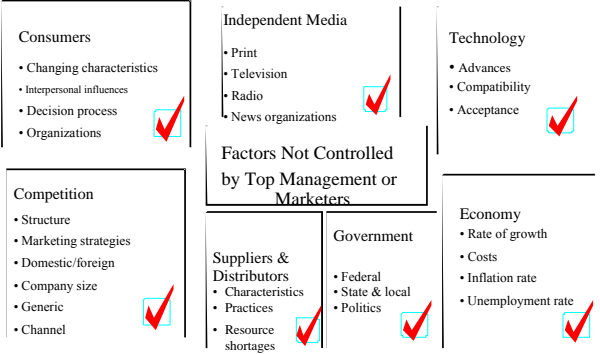
Marketing Performers



Factors That Affect Customer Satisfaction



Uncontrollable Factors



Overview of Global Marketing

Due to its impact, international marketing concepts should be understood by all types of firms.

Global marketing allows firms to seek new markets for expansion.

Countries trade items in which they have a comparative advantage.

Domestic marketing encompasses a firm's efforts in its home country.

International marketing involves marketing goods and services outside the home country.

Global marketing is an advanced form of international marketing in which a firm addresses global customers, markets, and competition.

Benefits of International Marketing



It allows each country to maximize their strengths and offset its weaknesses.

Countries can optimize their comparative advantages.

It can extend the product life cycle, dispose of discontinued items, and allow for innovations.

Range of Global Marketing Options

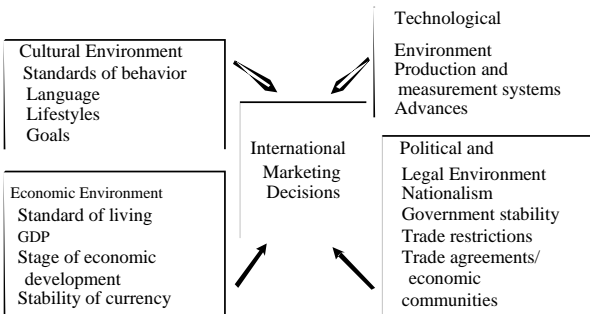


Domestic firm: It restricts efforts to home market.
Exporting firm: It expands sales beyond its home borders.
International firm: It modifies products for foreign markets or introduces new items.
Multinational firm: While head-quartered in home nation, 50% of its sales/profits are from multiple nations.
Global firm: Its domestic sales are relatively low, so it relies more on foreign transactions.

Why International Marketing Occurs



The Environment Facing International Marketers



The Cultural Environment



A culture is a group of people sharing a distinctive heritage.

Inadequate information about foreign culture is a common cause of marketing errors.

Developing countries often have limited census data information, poor communication tools, and limited technological access.

Language barriers often inhibit access to traditions and customs that are key to customer desires.



The Economic Environment

A nation's economic environment indicates its present and potential capacity for consuming goods and services.

A standard of living refers to the average quality of goods and services that are owned and consumed in a country.

The Gross Domestic Product (GDP) is the total value of goods and services produced in a country in a year.

GDP is the most frequently used measure of a nation's wealth because it is regularly published and easy to calculate and compare with other nations.

Leading Economic Communities

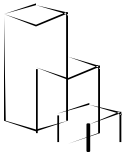
The European Union facilitates trade among member countries by establishing common currency, product standards, and the free flow of people and capital.

NAFTA (North American Free Trade Association) has created an economic community to link the U.S., Canada, and Mexico.



Types of International Marketing Company Organizations

Exporting: A firm reaches international markets by selling products made in its home country directly through its own sales force or indirectly via foreign merchants or agents.



Joint Venture (Strategic Alliance): A firm agrees to combine aspects of manufacturing or marketing efforts with a company in a foreign country to share expertise, costs, or contacts. It is critical to select appropriate partners.

Direct Ownership: A firm has full control and owns production, marketing, and other facilities in a foreign country without any partners.

Methods of International Product Planning

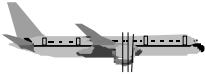
In straight extension, a firm makes and markets the same product for domestic and foreign sales.

In product adaptation, domestic products are modified to meet foreign language needs, taste preferences, climates, electrical requirements, laws, and/or other factors.

With backward invention, a firm appeals to developing and less-developed nations by making products less complex than it sells domestically.

With forward invention, a company develops new products for its international markets.

International Distribution Planning

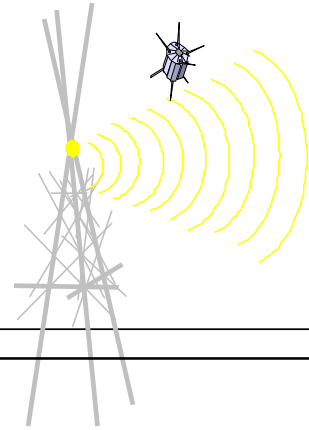


It encompasses the selection and use of resellers, and the physical movement of products. Distribution in each international market requires planning. Government restrictions, costs, transportation, poor road conditions, and other limitations may alter distribution modes. Inventory, storage, and reordering may be affected by warehouse availability.

International Promotion Planning



It depends on the overlap of audiences, language similarities, and the availability of media. Campaigns can be global, non-standardized, or glocal. Firms sometimes globalize promotions for image purposes.



International Price Planning



It considers whether prices should be standardized, the level at which prices are set, the currency in which prices are quoted, and terms of sale.

Dumping is involved if a firm sells a product in a foreign country at a price lower than that prevailing in its home market, below the cost of production, or both. Duties may be levied on “dumped” products.



THANK YOU!!!