



Introduction

Marketing

Marketing > **Agenda**

- What is marketing?
- The marketing concept and model
- The consumer behavior
- The market research
- The segmentation and positioning
- The creative process

The 4 Ps

- The brand and product/service
- The promotion
- The price
- The distribution (Place)



What is marketing?

What is Marketing? > **Definition**



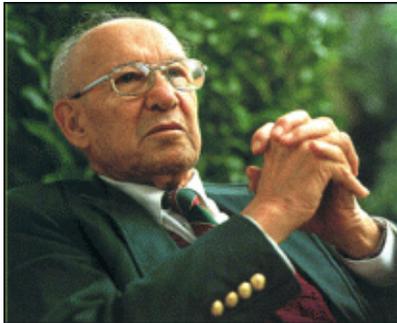
“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”

— *American Marketing Association*



What is Marketing? > **Definition**

“There will always be a need for some selling. But the aim of marketing is to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself. Ideally, marketing should result in a customer who is ready to buy. All that should be needed is to make the product or service available.”



Peter Drucker

What is Marketing? > **Evolution**

1800 - 1920:

The production era

1920 - Second World War:

The sales era

After the Second World War:

The differentiation era

1950 - 1990 :

The segmentation era

Today:

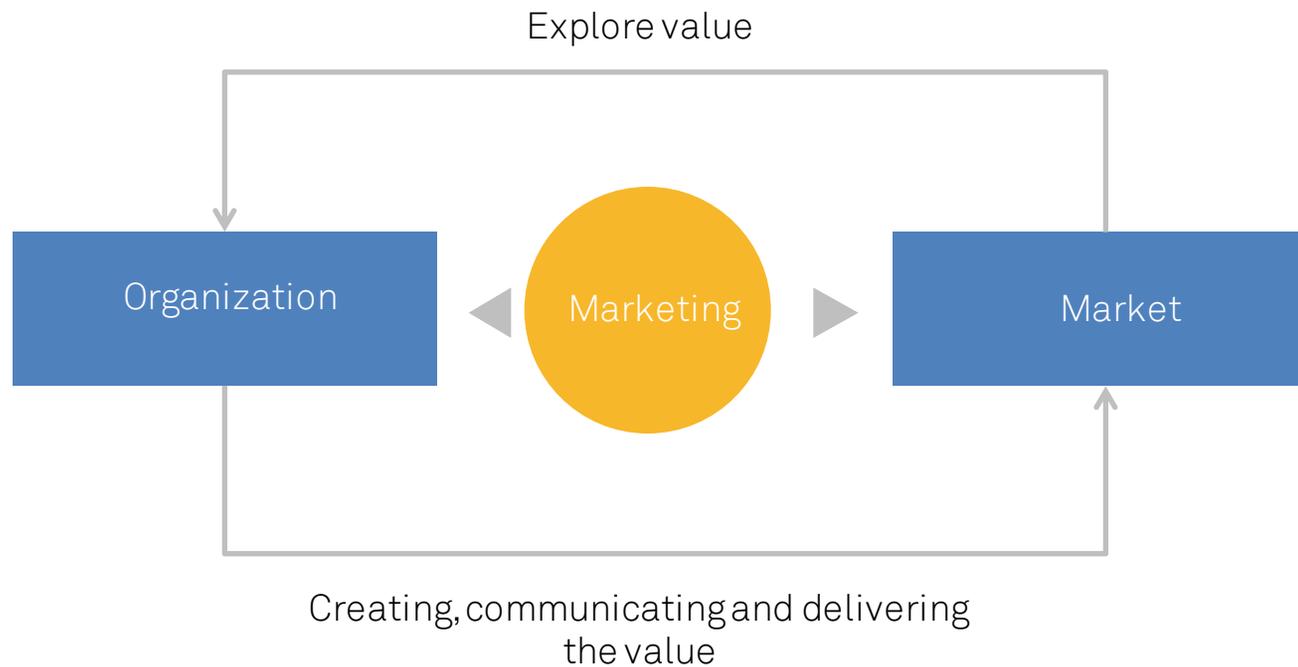
The value creation era



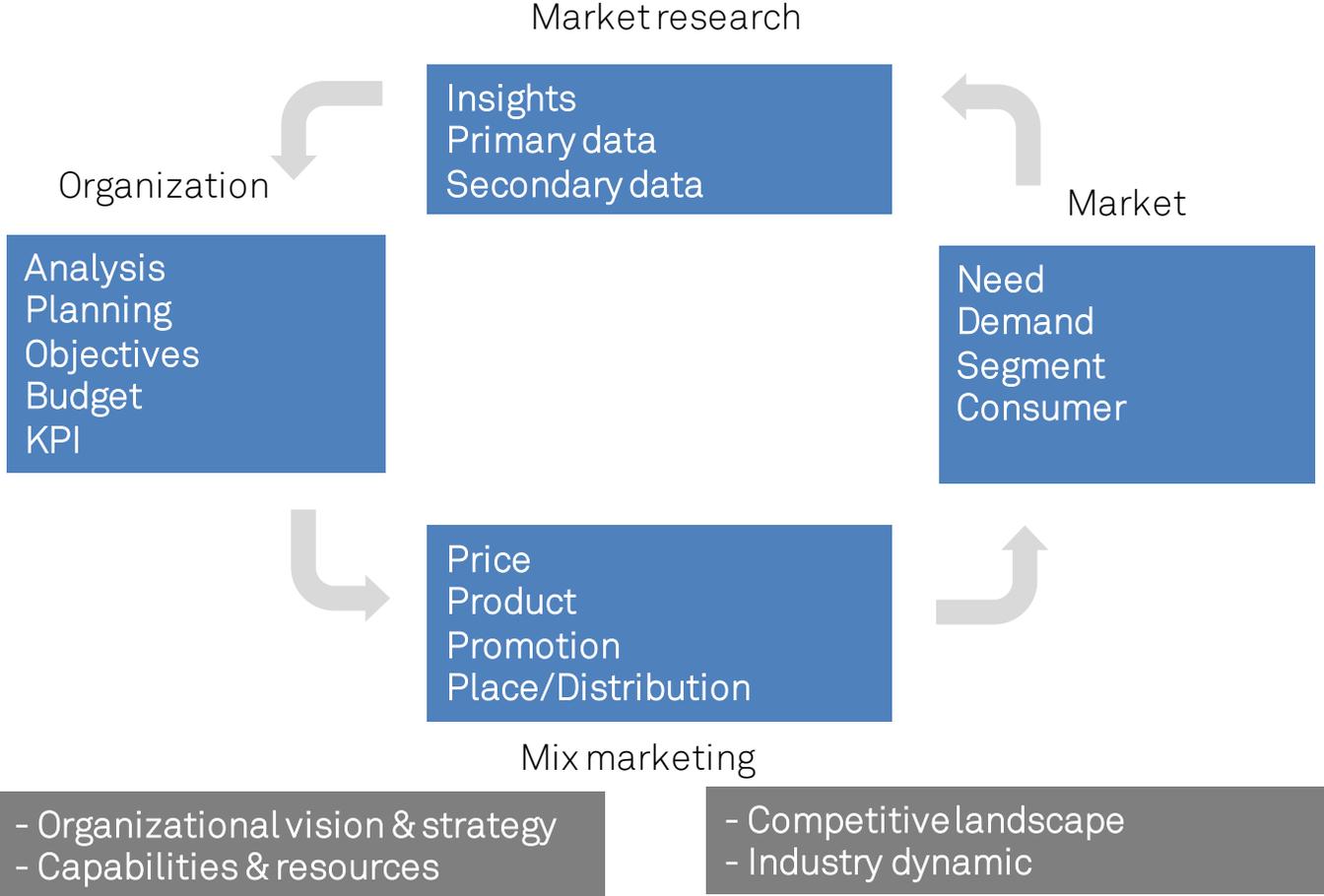


The marketing concept & model

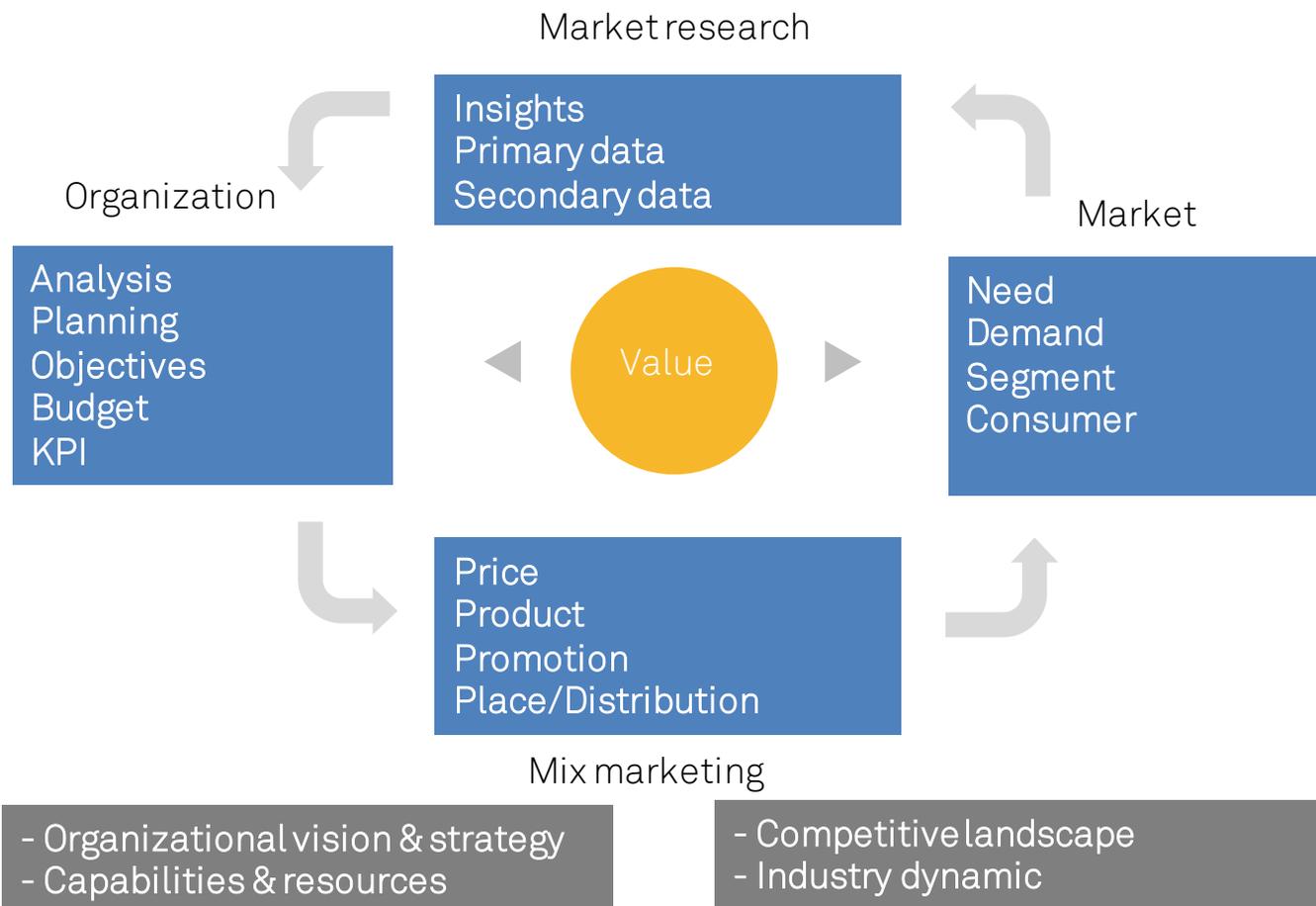
The marketing concept and model > **Concept**



The marketing concept and model > **Model**



The marketing concept and model > **Model**



The marketing concept and model > **Value**



What is it?

The marketing concept and model > **Value**



Value = benefits – [price + allocated time + psychological fatigue]

Sacrifice

The marketing concept and model > **Value**



$$\text{value} = \text{selling price} - [\text{production cost} + \text{marketing cost}]$$

Sacrifice

The marketing concept and model > **Value**

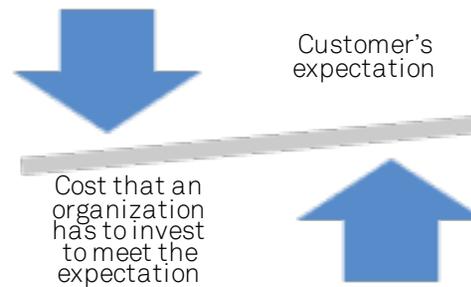


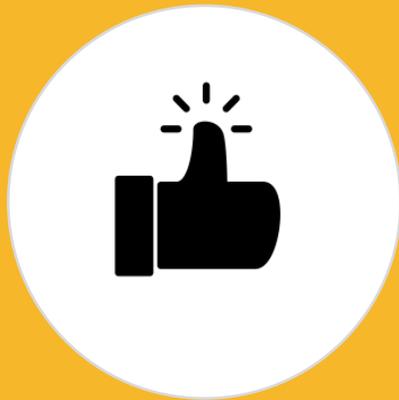
How do we measure it?

The marketing concept and model > **Value**



Value is measured by the level of satisfaction and loyalty.
Satisfaction is a prerequisite to loyalty.





Thank you

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