

MARKETING LECTURE NOTES

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Marketing Strategy

E - Marketing



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ABOUT MARKETING



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WHAT IS MARKETING



WHAT IS MARKETING

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services to create exchanges that satisfy individual and organizational goals

American Marketing Association



WHAT IS MARKETING

‘Marketing is the management process that identifies, anticipates and satisfies customer requirements profitably’

The Chartered Institute of Marketing



WHAT IS MARKETING

‘The right product, in the right place,
at the right time, and at the right price’

Adcock et al

‘Marketing is the human activity
directed at satisfying human needs
and wants through an exchange
process’

WHAT IS MARKETING

‘Marketing is a social and managerial process by which individuals and groups obtain what they want and need through creating, offering and exchanging products of value with others’

Kotler 1991



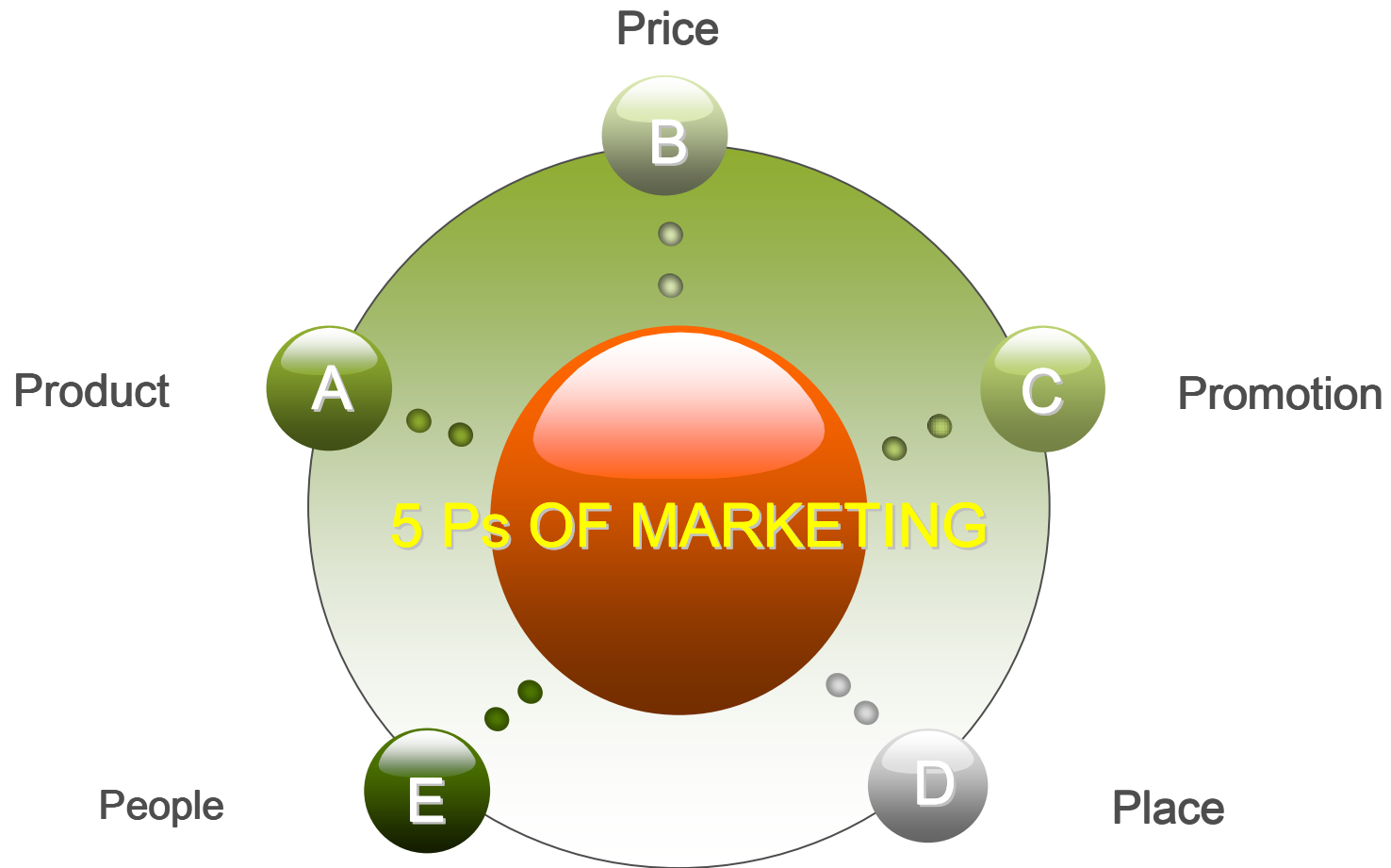
WHAT IS MARKETING

5 Ps of Marketing

- ✓ Product
- ✓ Promotion
- ✓ Pricing
- ✓ Place (or distribution system)
- ✓ People



5 Ps OF MARKETING





MARKETING – MANAGEMENT PROCESS

- ✓ Analysis/Audit - where are we now?
- ✓ Objectives - where do we want to be?
- ✓ Strategies - which way is best?
- ✓ Tactics - how do we get there?
- ✓ Implementation - Getting there!
- ✓ Control - Ensuring arrival



WHAT DO WE MARKET

- ✓ Goods
- ✓ Services
- ✓ Events
- ✓ Experiences
- ✓ Personalities
- ✓ Place
- ✓ Organizations
- ✓ Properties
- ✓ Information
- ✓ Ideas and Concepts



SUCCESSFUL MARKET STORY



Microsoft

Bill Gate



Microsoft



SUCCESSFUL MARKET STORY



Richard Branson

Virgin



SUCCESSFUL MARKET STORY



Stelios Haji-Ioannou

easyJet





MARKETING – PRODUCT



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PRODUCT

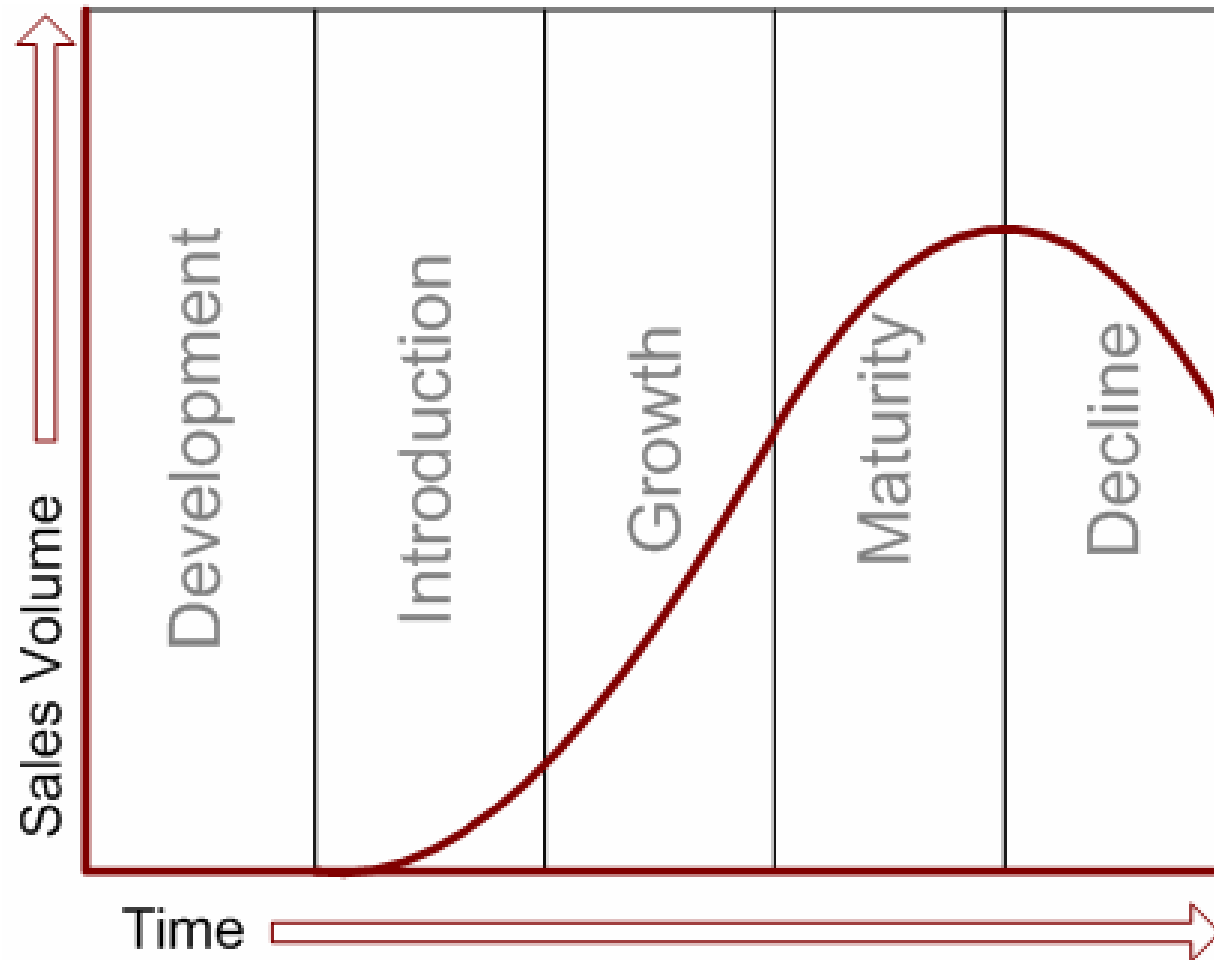
Anything that is offered
to the market for
attention, acquisition,
use or consumption that
satisfies a want or a
need



PRODUCT LIFE CYCLE

1. Product development - sales are zero, investment costs are high
2. Introduction - profits do not exist, heavy expense of product introduction
3. Growth - rapid market acceptance and increasing profits
4. Maturity - slowdown in sales growth. Profits level-off. Increase outlay to compete
5. Decline - sales fall-off and profits drop

PRODUCT LIFE CYCLE





MARKETING – PROMOTION



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PROMOTION

Anything that is offered to the market for attention, acquisition, use or consumption that satisfies a want or a need.



PROMOTION MIX

- ✓ Personal Selling
- ✓ Telemarketing
- ✓ Direct Mail
- ✓ Trade Fairs and Exhibitions
- ✓ Commercial Television
- ✓ Newspapers and Magazines
- ✓ Radio
- ✓ Cinema
- ✓ Point of Sale Displays
- ✓ Packaging



PROMOTION DECISIONS

- ✓ Elements in the Communication Process
- ✓ Promotions Mix
- ✓ The promotions Message
- ✓ Executions Style
- ✓ Media Choice?
- ✓ Promotional Objectives



PROMOTIONAL OBJECTIVES

- ✓ To Support Sales Increases
- ✓ To Encourage Trial
- ✓ To Create Awareness
- ✓ To Inform about a Feature or Benefit
- ✓ To Remind
- ✓ To Reassure
- ✓ To Create an Image
- ✓ To Modify Attitudes



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MARKETING STRATEGY



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WHAT IS MARKETING STRATEGY

1. Systematic futuristic thinking by management
2. Better co-ordination of company efforts
3. Development of better performance standards for control
4. Sharpening of objectives and policies
5. Better prepare for sudden new developments
6. Managers have a vivid sense of participation



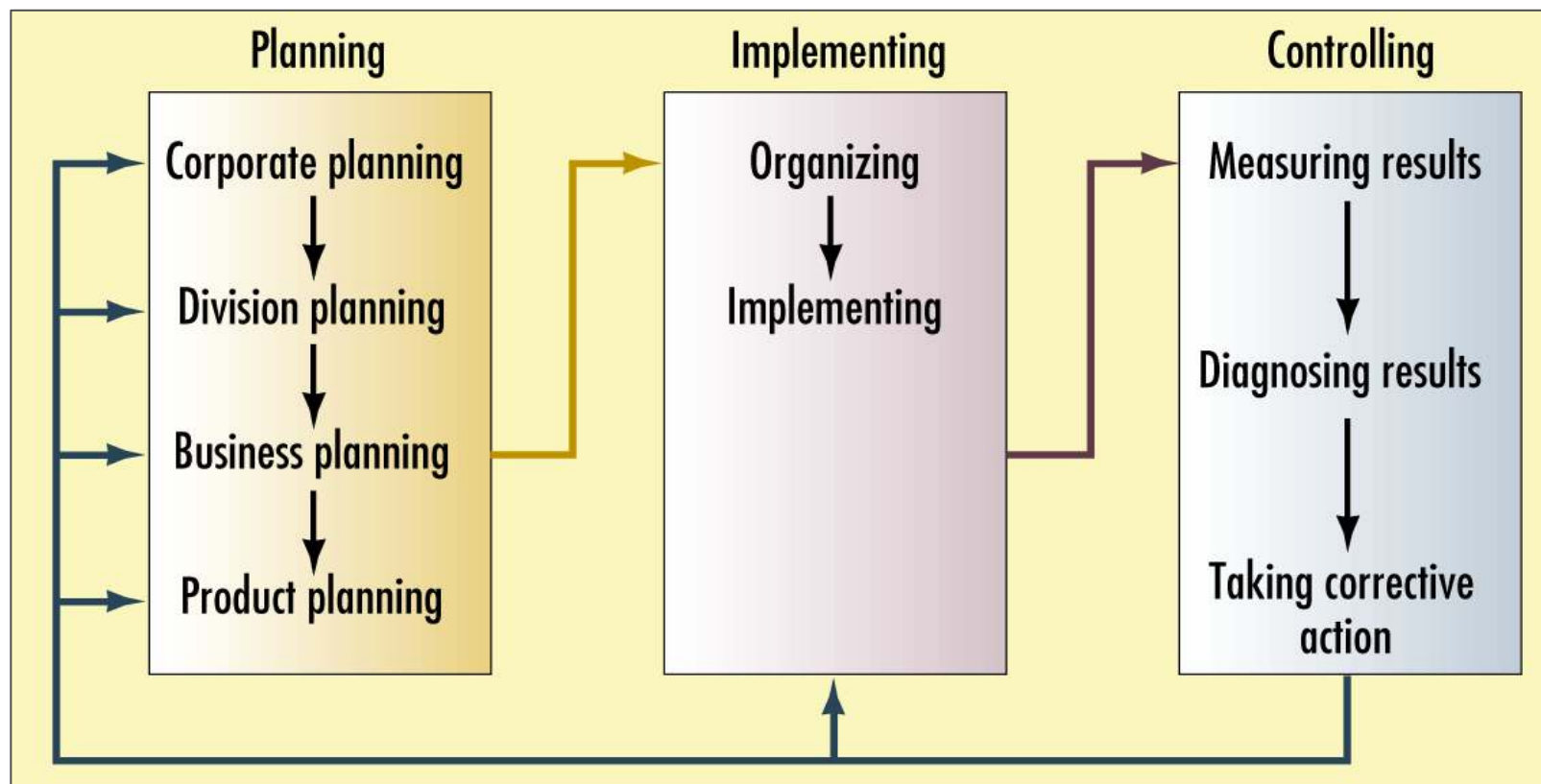


WHY MARKETING STRATEGY IS NECESSARY

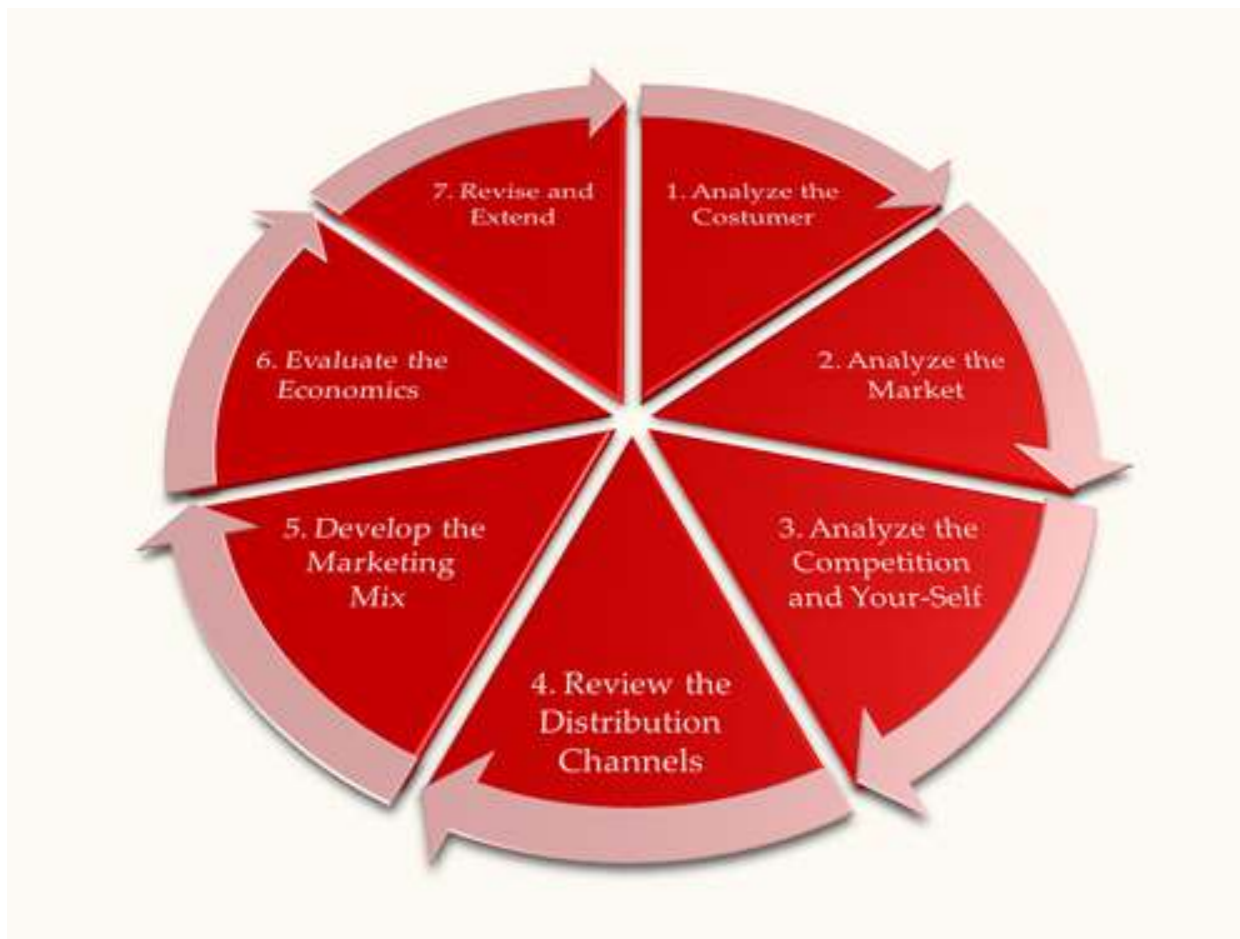
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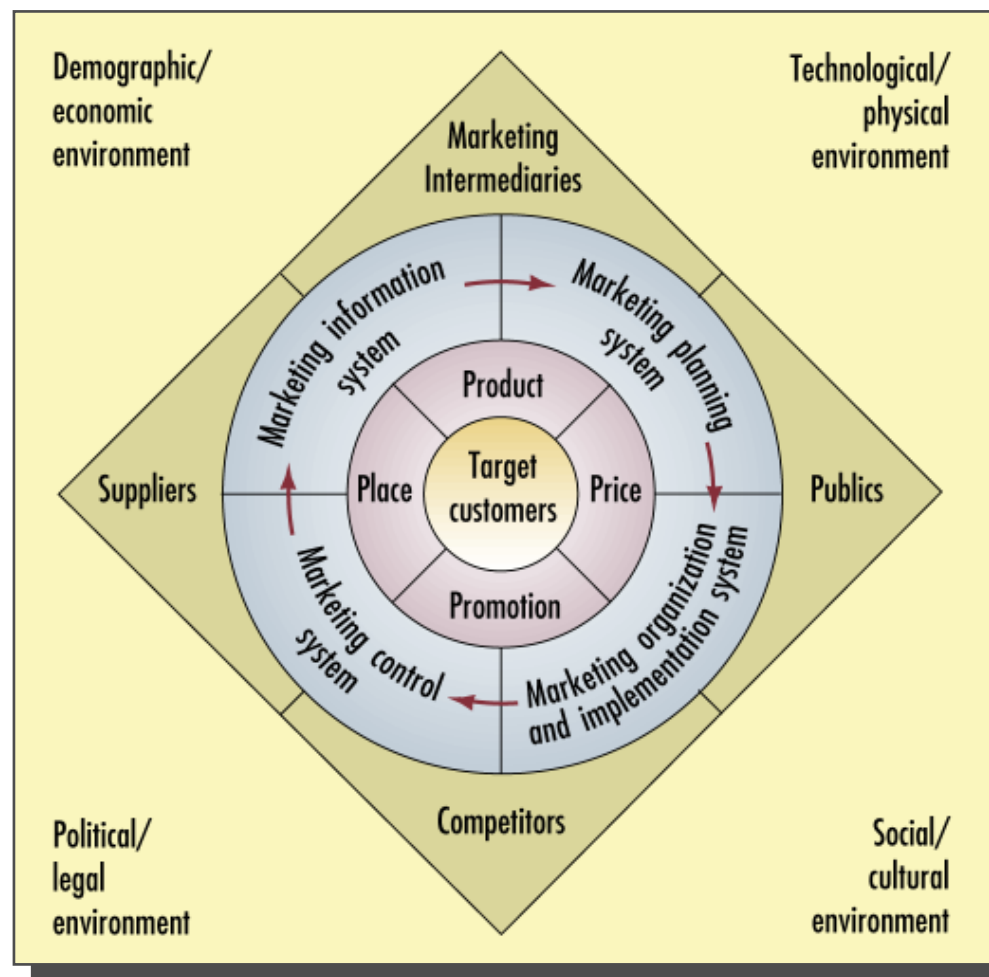
MARKETING STRATEGY



MARKETING STRATEGY



STRATEGIC MARKETING PLANNING





CONTENTS OF MARKETING PLAN

- ✓ Business Mission Statement
- ✓ Objectives
- ✓ Situation Analysis (SWOT)
- ✓ Marketing Strategy
 1. Target Market Strategy
 2. Marketing Mix
 3. Positioning
 4. Product
 5. Promotion
 6. Price
 7. Place – Distribution
 8. People
 9. Process





E- MARKETING



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E - MARKETING

eMarketing is the process of marketing a brand using the Internet. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers.





E - MARKETING

- ✓ Public Relation
- ✓ Sales promotion.
- ✓ Brochureware.
- ✓ Direct selling.
- ✓ Customer relationship marketing.
- ✓ Market research.
- ✓ Managing supplier relationships.



e Marketing



E - MARKETING



E - MARKETING



ADVANTAGES OF E - MARKETING

- ✓ Selling goods and services online.
- ✓ Additional customer service.
- ✓ Saving overhead costs.
- ✓ Exciting and sizzling means of visual impact.
- ✓ Every hit could gain a potential customer.
- ✓ Print and mailing costs are lower.
- ✓ Reduction in order processing and handling costs.





ADVANTAGES OF E - MARKETING

- ✓ Enhanced after sales service.
- ✓ Distribution of digital products via the web.
- ✓ Get closer to the customer.



SUCCESSFUL E - MARKET STORY



COURTESY: FACEBOOK



Mark Zuckerberg

facebook®



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For Millions of Years, In Millions of Homes
 A Man Loved A Woman, A Child it was Born
 It Learned How to Hurt and It Learned How to Cry

Like Humans Do

I am Breathin In

I am Breathin Out

So Slip Inside this Funky House

Dishes in the Sink

The TV s in Repair

Don't Look at The Floor

Don't Go Up the Stairs

I am Achin

I am Shakin

I am Breakin

Like Humans Do

I Work & I Sleep I Dance & I am Dead

I am Eating, I am Laughin & I am Lovin my Self

We are Eating off Plates & We Kiss with our

Tongue

Like Humans Do

I am Breathin In
 I am Breathin Out
 So Slip Inside this Funky House

Dishes in the Sink

The TV s in Repair

Don't Look at The Floor

Don't Go Up the Stairs

I am Achin

I am Shakin

I am Breakin

Like Humans Do

I am Breathin In

I am Breathin Out

So Slip Inside this Funky House

Wiggle While You Work

Anybody Can

The Rain is Pourin in on a Woman & Man

I am Achin

I am Shakin

I am Breakin

Like Humans Do

I am Breathin In

I am Breathin Out

