



TRINITY COLLEGE FOR WOMEN NAMAKKAL

Department of Commerce

PRINCIPLES OF MARKETING

19UCCS02-ODD SEMESTER

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MARKETING:

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.

MARKETING DEFINITION:

According to Prof. Behham –

“We must therefore, define a market as any area over which buyers and sellers are in such close touch with one another either directly or through dealers that the prices obtainable in one part of the market affect the prices in other parts.”

FEATURES OF MARKETING:

1. Customer focus
2. Customer satisfaction
3. Objective-oriented
4. Marketing is both art and science
5. Continuous and regular activity
6. Exchange process
7. Marketing environment

GLOBAL MARKETING:

Global marketing can be defined as “marketing on a worldwide scale, in different countries, reconciling or taking commercial advantage of global operational differences, similarities, and opportunities in order to meet global objectives”. Basically, when a firm sells the same products to the global market, then it is known as **Global marketing**.

Global Marketing Campaign :

- 1) Global Market Knowledge
- 2) Drafting a Marketing plan
- 3) Brand Customization
- 4) Local Communications
- 5) Permissions

Advantages of Global Marketing:

- 1) Global Reach
- 2) Lower Costs
- 3) Global Feedback
- 4) Overcoming Time constraints

Disadvantages of Global Marketing:

- 1) Cultural barriers
- 2) Limited Audience
- 3) Political and Legal Constraints
- 4) Inventory management

What is E-Marketing?

E-Marketing (Electronic Marketing), also known as Internet Marketing, Web Marketing, Digital Marketing, or Online Marketing, is marketing done through the internet on online channels. E-marketing is the process of marketing a product or service offering using the Internet to reach the target audience on smart phones, devices, social media etc..

Types of e-marketing

1. Article marketing
2. Affiliate marketing
3. Video marketing
4. Email marketing/Newsletters
5. Blogging
6. Content marketing

What Is Mobile Marketing?

Mobile marketing is any advertising activity that promotes products and services via mobile devices, such as tablets and Smart phones. It makes use of features of modern mobile technology, including location services, to tailor marketing campaigns based on an individual's location.

What is Neuromarketing?

Neuromarketing is new in the field of marketing and helps marketers to research on the behavior of the consumer in order to improve the marketing strategies that are applied especially in the field of selling and advertising. It is first emerged and adopted in the year 2002 by the advertising and marketing professionals.

MARKETING FUNCTION:

1. Identify needs of the consumer
2. Planning
3. Product Development
4. Standardization and Grading
5. Packing and Labeling
6. Branding
7. Customer Service
8. Pricing
9. Promotion
10. Distribution
11. Transportation
12. Warehousing

FUNCTIONS OF PHYSICAL DISTRIBUTION

Physical distribution (P.D) is an important marketing function describing the marketing activities relating to the flow of raw materials from the suppliers to the factory and the movement of finished goods from the end of production line to the final consumer or user.

Four Basic or Main Components of Marketing Information System (MIS)



Fig: Components of MkIS

STEPS IN MARKETING RESEARCH

Problem Definition and Objective Setting
Developing Marketing Research Plan
Implementing Research Plan
Interpretation and Reporting the findings

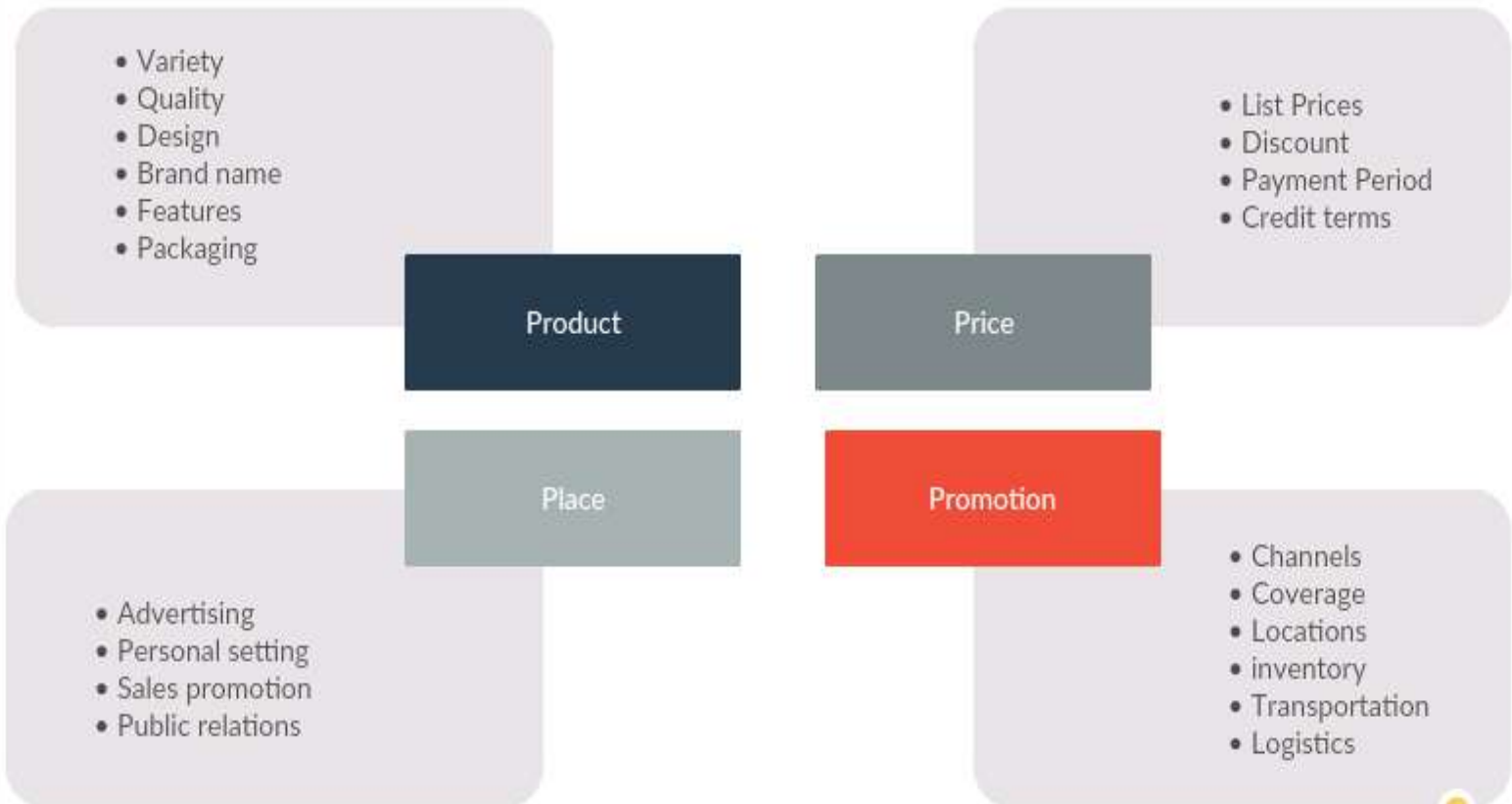
Marketing Research Approaches

Research approaches includes:
Observational
Surveys
Experimental

Good Marketing Research:

Is scientific
Is creative
Uses multiple methods
Realizes the interdependence of models & data
Acknowledges the cost & value of information
Maintains “healthy” skepticism
Is ethical

Marketing Mix 4 Ps



THANK YOU

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