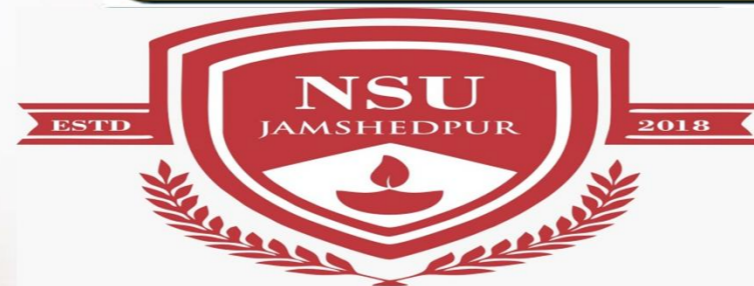




**DEFINING MARKETING  
WHAT IS MARKETING ?  
A POWERPOINT PRESENTATION**



***Understand Marketing in  
simple terms with examples***



***By  
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# Defining Marketing

## Definition(One)-

- ▶ Marketing is typically seen as the task of creating ,promoting and delivering goods and services to consumers and Business.



# Defining Marketing

## Definition(Two)-

- ▶ Marketing is a societal process by which individuals and groups obtain what they need and want through creating ,offering and freely exchanging products and services of value with others.

(Philip Kotler)



# Defining Marketing

## Definition(Three)-

Marketing( Management) 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)



# Defining Marketing

## Definition Four

- Marketing is the task of identifying the need gap and fulfilling the demand, with the objective of achieving customer satisfaction and Business Profitability.



# Defining Marketing

- **Example:**
- Tata Salt, Vim Bar, Surf, Maggy ,Online Education, Artificial Intelligence ,Amazon are some of the best Examples to understand the concept and process of Marketing.
- Salt is being used since very ancient times . But Tata did a research and found that a certain amount of iodine is very much helpful in brain development of the infant from zero to five years. Also the marketers of Tata salt worked on the quality of the salt .Also the marketers of Tata promoted Tata salt as *Desh ka Namak*.This way they created a need gap and fulfilled that need gap with their product Tata salt through proper positioning strategy . The key to success in marketing process is to clearly define the need gap and fulfilling the demand through right positioning of the brand as well as market offering.



# Defining Marketing

## VIM BAR

- Vim bar is yet another example to understand the process of Marketing . Earlier to Vim Bar the Indian Customers were using ash for washing utensils. Hindustan Lever Limited(Presently call Hindustan Uniliver )did an exhaustive market research to know the all four Ps to develop a market offering which could replace the ash and other alternatives of Washing dishes . Finally they came up with **VIM BAR**. Many other dish washing soaps and Detergents have been launched since then . Thus we can say that Marketing starts with market research to know the need and want of the customer and ultimate goal of marketing is Customer satisfaction and Business Profitability.



# Scope of Marketing

There are ten types of entities which can be marketed:

- ▶ Goods
- ▶ Services
- ▶ Ideas
- ▶ People
- ▶ Place
- ▶ Properties
- ▶ Organizations
- ▶ Experiences
- ▶ Events
- ▶ Information



**THANK YOU!**