



CORE CONCEPTS OF MARKETING



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- ▶ **Marketing**
 - ▶ **Products**
 - ▶ **Services**
 - ▶ **Brands**
 - ▶ **Segmentation**
 - ▶ **Target Marketing/Targeting**
 - ▶ **Positioning**
- Need**
 - Want**
 - Demand**
 - USP**
 - Sales**
 - Advertising**





MARKETING

Marketing Can be defined as the task of **creating ,promoting and delivering**, Goods, ideas and services to **consumers and business** to **achieve customer satisfaction and business Profitability.**





PRODUCTS

A Product is anything that can be offered to a market to fulfill the need and wants of the consumer

They are as follows:

Goods, Services, Ideas, Property ,place ,people ,experiences ,events ,information etc.





Services

Services are a form of product that consists of activities , benefits and satisfactions offered for sale that are essentially intangible and do not result in transfer of Ownership.

Examples

Include Banking, finance, tourism, hospitality, retail, wireless communication , airlines etc.

The Google logo, consisting of the word 'Google' in its characteristic multi-colored font (blue, red, yellow, blue, green, red).



BRAND

***Brand* is a name ,term, sign, symbol, or design , or a combination of these , that identifies the products or services seller or group of seller, and differentiates them from those of competitors.**



BRAND EQUITY

Brand Equity is the added value endowed on products and services . It may reflected in the way consumers think , , and act with respect to the brand as ' as in the prices market share , profitability

The Amazon logo, featuring the word "amazon" in a dark blue, lowercase, sans-serif font. Below the text is a curved orange arrow that starts under the letter 'a' and ends under the letter 'z', pointing to the right.

SEGMENTATION

Segmentation can be defined as profiling of the customers on the basis of common characteristics such as needs and wants , purchasing power , climatic conditions ,usage and other psychological factors (motivation, perception, attitude, learning etc.)



TARGET MARKETING / TARGETING

A target market consists of groups and individuals sharing common needs or characteristics. Targeting can be carried out at several different levels. A target market can be chosen on the following basis:

- A. Undifferentiated (Mass) Marketing
- B. Differentiated (Segmented) Marketing
- C. Concentrated (Niche) Marketing
- D. Micromarketing (Local or Individual Marketing)

The Coca-Cola logo is displayed in its classic red script font. It is centered within a white rectangular area that is part of a larger green geometric design on the right side of the slide. The green design consists of several overlapping, semi-transparent shapes in various shades of green, creating a modern, abstract background.

POSITIONING

Positioning:

Positioning is the act of designing company's offering and image to occupy a distinctive place in the Target market's mind. In other terms Positioning is the act of Creating a Unique Selling Proposition(USP) in the mind of Target Market.

“Positioning is not what you do to the product ,but it is what do to the mind of the prospect. That is, you position the product in the mind of the prospect”.

(Al Ries and Jack Trout)

PRODUCT LIFE CYCLE

The Concept of Product Life cycle:

To say that a product has a life cycle is to assert four things:

1. Products have limited life.
2. Product sales pass through distinct stages, each posing different challenges, opportunities, and problem to the seller.
3. Profits rise and fall at different stages of the product life cycle.
4. Products requires different marketing, financial, manufacturing, purchasing and human resource strategies in each stage of their life cycle.

Different stages of Product Life cycle:

1. Introduction
2. Growth
3. Maturity
4. Decline

NEED

Needs can be defined as the basic requirements for survival and sustainability.

Examples:

Food , Shelter , Clothing.

The
WALT DISNEY
Company



WANT

- ▶ **Wants are the different options/alternatives to fulfill any particular need.**
- ▶ **For Example if Food is need the wants can be anything that we can choose to ourselves, like bread, rice, Maggie, Pizza, Chicken, Burger etc.**

SAMSUNG

DEMAND

- ▶ Demand can be defined as the wants supported by purchasing power and willingness to buy.
- ▶ For Example ,If I want to purchase “Mercedes Car” but I don’t have the money to purchase That car then this will not be my demand . Its rather my want.



UNIQUE SELLING PROPOSITION(USP)

USP Of any product or Brand is the set of distinctive features/benefits/core competency which differentiates a marketer's products or services from its competitors.



THANK YOU!

