# Introduction To Marketing Management

## Timeframe:
- 16 hours

## Learning Outcome:
- Critically explain marketing terminology, concepts and principles.

## Recommended Reading:

## Multimedia:
- Mathur, S. 2010, ‘What is Marketing?’ [slides], [http://www.slideshare.net/ProfessorMathur/what-is-marketing-5139215](http://www.slideshare.net/ProfessorMathur/what-is-marketing-5139215) (accessed 20 September 2012).

## Section Overview:
The focus of this first section is on introducing you to the terminology, concepts and principles of marketing. Definitions will be given of marketing and various levels of marketing will be explored as well as the value, need and demand for marketing. The Ps of marketing will also receive attention.
Introduction

All organisations have products and services to sell and this is the main reason for marketing activities. Goods and services are developed to meet customer needs and so these needs must be identified and understood. Customers, in turn, must be made aware of the availability of a variety of products and needs to meet their needs. This requires strategies to be put in place to inform customers of possible products/services. Marketing programmes aim to achieve alignment between customer needs and product/service availability. Marketing has arguably become the most important idea in business – mass media are used to communicate various possibilities of products and services to meet every possible human need.

According to Peter Drucker, a leading management theorist, there will always be a need for some selling. However, the aim of marketing is to know and understand the customer so well that the product or service fits him/her perfectly and therefore 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. Within this first section, we will investigate the terminologies, concepts and principles related to marketing.

Defining Marketing and Related Concepts

There are many definitions of marketing, most of which focus on customer orientation and the satisfaction of customer needs. Some examples:

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.

(Kotler and Keller, 2012:27)

Marketing is a combination of management tasks and decisions aimed at meeting opportunities and threats in a dynamic environment in such a way that its market offerings lead to the satisfaction of consumer’s needs and wants in order to achieve the objectives of the enterprise, the consumer and society.

(North American Marketing Association, 2012)

Marketing is the all-embracing function that links business with customer needs and wants in order to get the right product to the right place at the right time. It is a management process that identifies, anticipates and supplies customer requirements efficiently and profitably.

Tutor2u (2012c)

The recommend reading for this section offers more definitions of marketing:

Key components of the marketing to consider:

- Marketing is about meeting the needs and wants of customers.
- It is a business-wide function.
- It is based on a thorough understanding of customers and their needs.
- It aims to create alignment between organisational product/service delivery and market needs.

In essence, marketing is the process whereby a company decides what it will sell, to whom, when and how – and then does it (Whalley, 2010).

According to Kotler and Keller (2012:37), the term “marketing planning process” refers to the analysis of marketing opportunities, researching and selecting target markets, designing marketing strategies, planning marketing programmes and organising, implementing and controlling marketing efforts.

Related to the above, marketing is also a strategy and entails an understanding of the environment the organisation is operating in; its customers, competitors, laws, regulations, etc. Marketing as a strategy requires segmenting the marketing to decide which customers to target and what message to send to the target market to associate with the organisation – called positioning. Tutor2u (2012c) provides the illustration depicted in Figure 1 in order to put the relationship between marketing and other organisational functions and linked to customer needs and wants into perspective:
If you look at Figure 1, you will notice that there are a number of other terms related to marketing that you may be unfamiliar with.

Within the context of this course, the term “marketing process and strategy” therefore refers to all activities related to establishing and implementing a marketing campaign within an organisation, with the aim of ensuring that products and services are introduced to customers for the benefit of ensuring the financial sustainability of the organisation.
The key to ensuring the successful implementation of the marketing process is management of various components.

According to Kotler and Keller (2012:27), marketing management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.

Access the following slide show to find out more about marketing and the marketing process:


Components of Marketing

If we refer back to the definitions of marketing, we can identify a number of core components that relates to marketing. These are illustrated in Figure 2.

**FIGURE 2: CORE COMPONENTS OF MARKETING**

A brief explanation of each of these components is given in Table 1 below (Kotler and Keller, 2012:31):
<table>
<thead>
<tr>
<th><strong>TABLE 1: CORE COMPONENTS OF MARKETING</strong></th>
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<tbody>
<tr>
<td><strong>Needs, Wants and Demands</strong></td>
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<tr>
<td><strong>Products</strong></td>
</tr>
<tr>
<td><strong>Value, Cost and Satisfaction</strong></td>
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<tr>
<td><strong>Exchange, Transaction and Relationships</strong></td>
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<td><strong>Markets</strong></td>
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<td><strong>Marketer</strong></td>
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