

# MARKETING CONCEPTS

- The external organisation
  - Customers (current and potential)
  - Competitors
  - Intermediaries- between manufacturer and buyer
  - Suppliers- of raw materials (remember KFC and supplier shortages)



# INTERNAL ORGANISATION

- Internal functions/departments
  - Finance – justifying expenditure
  - Purchasing – economical purchases, standardisation, bureaucratic, Just-In-Time
  - Production
    - may clash with marketing, wanting long lead time,
    - marketing wants short lead time
  - Research and development and engineering – developing products, long lead times, but also may lose sight of why they are developing a product

## Just In Time (JIT) Manufacturing

• A manufacturing strategy where pieces are produced only as needed, minimizing inventory levels and reducing costs.



# INTEGRATING MARKETING INTO THE BUSINESS

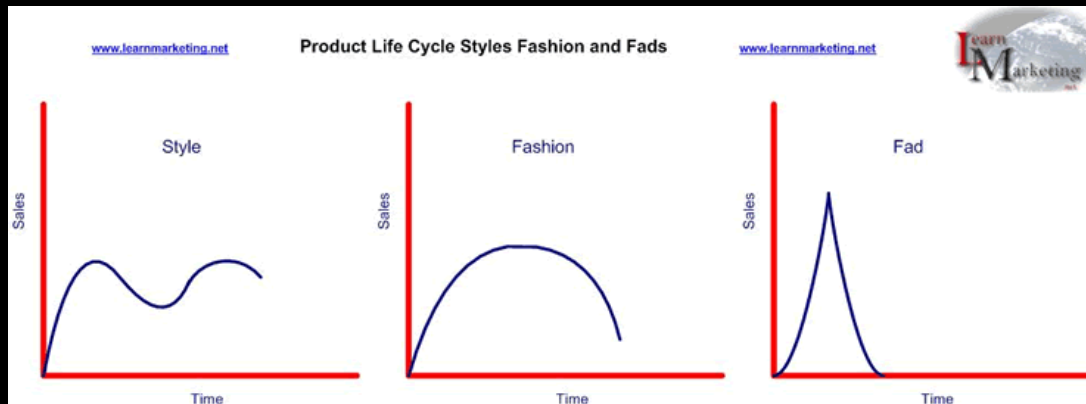
- Customer focused – marketing permeates organisations in successful companies
- Current product needs – how much of a product is required, when, of what quality and price
- Future needs – Marketing (and R&D) what will happen, monitoring competitors and market
- Common goals – Marketing can help R&D and stimulate innovation

# MARKETING MANAGEMENT RESPONSIBILITIES

- Identifying customer needs – international competition, sophisticated, demanding consumers
- Basic functions – groups of customers helps spot gaps
- Identifying needs – what will be wanted tomorrow

# SATISFYING NEEDS/MARKETING MIX

- Marketing mix – developed in 1950s/interrelated
  - Product- what to make, how to make it, how to ensure it has a long life
  - Price – reflect buyer behaviour, indicates quality, desirability etc.
  - Place – dynamic, may have intermediaries
  - Promotion – can make or break the marketing mix



# ADDITIONS TO THE MARKETING MIX

- People – services depend on people to perform them, interaction with people, rapport and relationship
- Process- manufacturing process left to production management team, services are manufactured and consumed immediately
- Physical evidence- those that maintain physical premises from which a service is sold or delivered
- Clarification – the same marketing mix is not applicable to all situations at all times, needs to be reviewed.
- [Marketing Mix Explained](#)



# STRATEGIC VISION

- Coherent marketing mix is needed
- Strategy – looking to the future and developing/implementing plans to drive the organisation in a desired direction
- Needs to be informed by marketing
- Marketing myopia – product focused rather than market (e.g. proposition of Salad cream changing name to Sandwich cream)





# MARKETING SCOPE

- Consumer goods- embraced marketing
- Business to Business goods – marketing is important
- Service goods- service elements increasingly important
- Non-profit marketing – hospitals, schools, universities, arts, charities need to think about market orientation
- Small business marketing – limited resources
- International marketing – well established.



# REFERENCES

- Brassington, F. and Pettitt, S. (2013) *Essentials of Marketing*, Harlow, Pearson Education Limited.
- Kim, C. M. (2016) *Social Media Campaigns*. Oxon, Routledge.