Marketing Management
6th Edition
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Chapter 1
Marketing Architecture
Marketing orientations

• Philosophy
  – Production orientation
  – Sales orientation
  – Social marketing orientation
  – Marketing concept

• Customer centricity

• Marketing process

Marketing defined

It is the process by which organisations create value for customers in the form of ideas, goods and services, to facilitate satisfying exchange relationships and to capture value from customers.
Elements of marketing definition

- Customer value
- Exchange
- Satisfaction
- Capturing value
- Relationships
- Marketing process
Classification of products and services

- Consumer (B2C - Business to Consumer)
- Business to Business (B2B)
- Services (B2C or B2B)
The first category is consumer goods and services. Tangible products consist of the following:

- Convenience goods (newspapers, grocery items)
- Semi-durable goods (household appliances – white goods such as stoves, fridges, microwave ovens, electric kettles)
- Specialty or durable goods (TVs, paintings, motor vehicles, property)
- Services (banking, auditing, travel, movies, repair services, medical services)

- Ideas and causes (the Cancer Association, campaigns against drinking and driving, not wearing seat belts, the FCA)
- Persons (political candidates; Nelson Mandela – Madiba 2010)
- Experiences (hanging jumping)
- Places (the Maldives, the Kruger Park)

**Classifying products**

- **Industrial products**
  - Production goods
    - Raw materials
    - Manufactured materials
  - Installation and accessories
    - Buildings
    - Fixed equipment
    - Factory equipment
    - Office equipment
  - Supplies and services
    - Operating supplies
    - Repair items
    - Advisory services
Business to business products

- Consumables (maintenance and repair items such as oil, filters, cleaning materials, bulbs, tusks, licences)
- Machinery and equipment (drills, power tools, lathes, computers, etc.)
- Installations (buildings, power plants, refineries)
- Raw materials (gold, iron ore, coal, rubber, copper)
- Business services (advertising, fire protection, safety, security, cleaning)

Marketing management functions

- Analysis
- Planning
- Implementation
- Evaluation and control
Marketing strategy formulation process

- Target market identification
- Market positioning/value proposition
- Marketing mix elements
  - Product
  - Price
  - Promotion (marketing communication)
  - Place (distribution)
  - People
  - Processes
  - Physical evidence
Challenges and issues in marketing

- Digital communications (Internet, mobile, social media, technology)
- Ethics and values
- Corporate social responsibility (social engagement)

Part 1: marketing sensing

- Chapter 1: Marketing architecture
- Chapter 2: Market environment
- Chapter 3: Buyer behaviour
- Chapter 4: Identification of target markets
- Chapter 5: Information for decision-making
Part 2: Marketing strategies

• Chapter 6: Products and Services
• Chapter 7: Branding decisions
• Chapter 8: Pricing decisions
• Chapter 9: Integrated marketing communication
• Chapter 10: Customer interface management

Part 2: Marketing strategies (continued)

• Chapter 11: Digital communications
• Chapter 12: Distribution
• Chapter 13: Retailing and Wholesaling
• Chapter 14: Customer value and retention
• Chapter 15: Global marketing
Part 3: Managing the marketing effort

• **Chapter 16**: Marketing planning and implementation
• **Chapter 17**: Measuring and managing return on marketing investment