

Marketing orientations

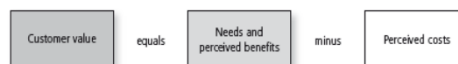
- Philosophy
 - Production orientation
 - Sales orientation
 - Social marketing orientation
 - Marketing concept
- Customer centricity
- Marketing process

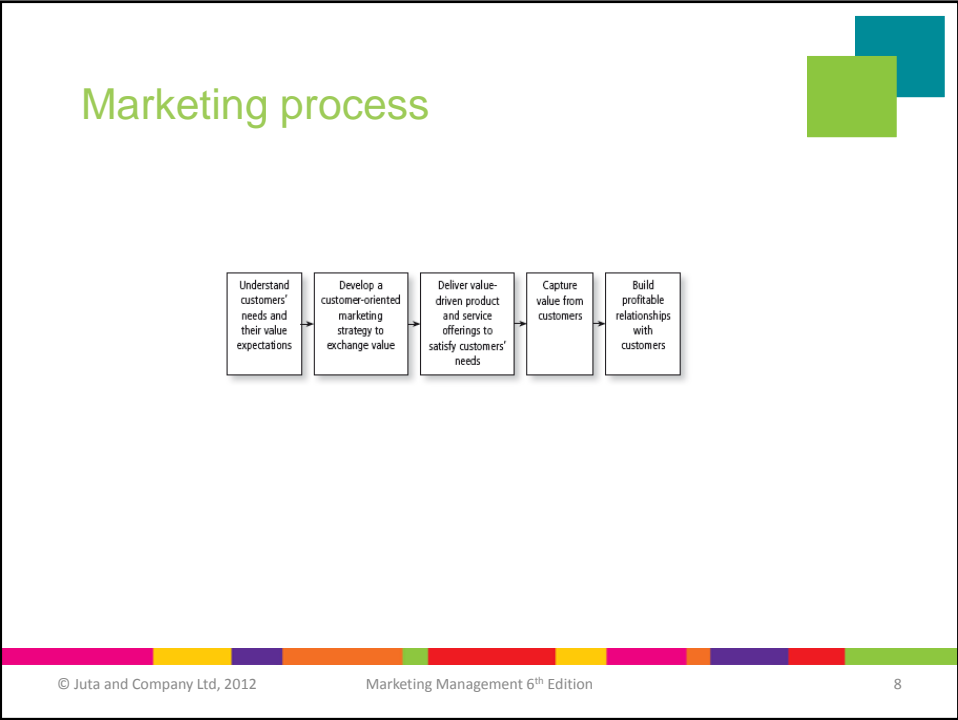
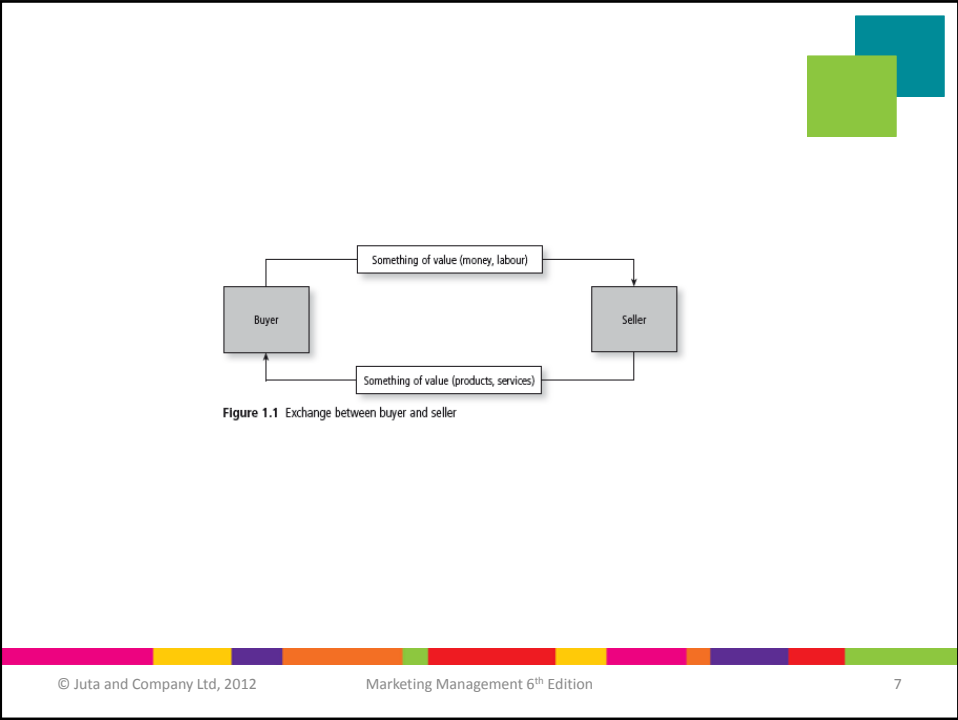
Marketing defined

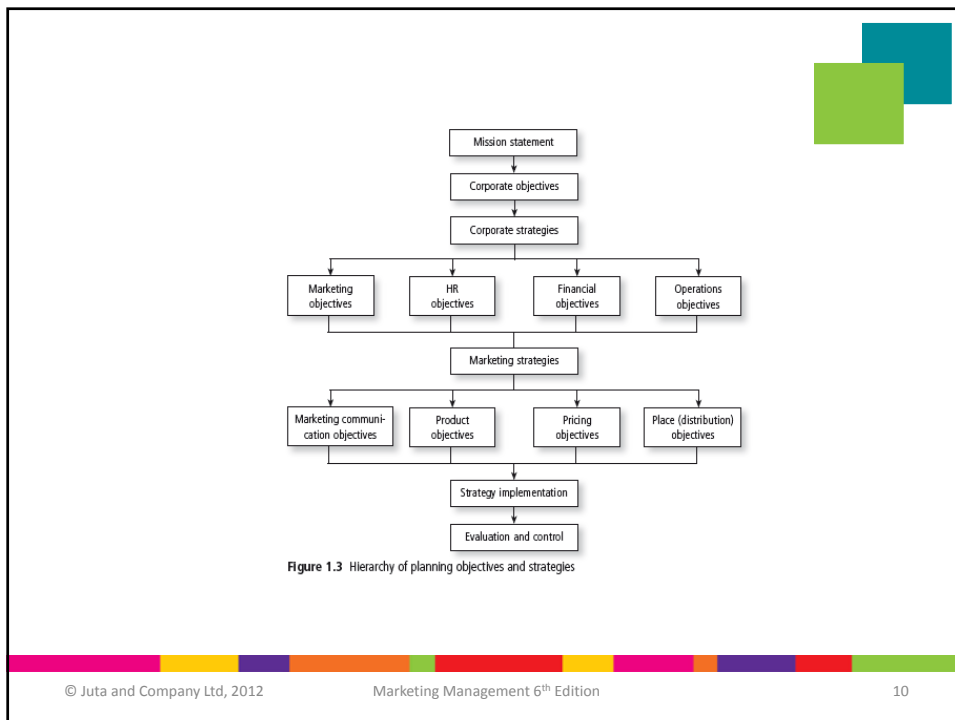
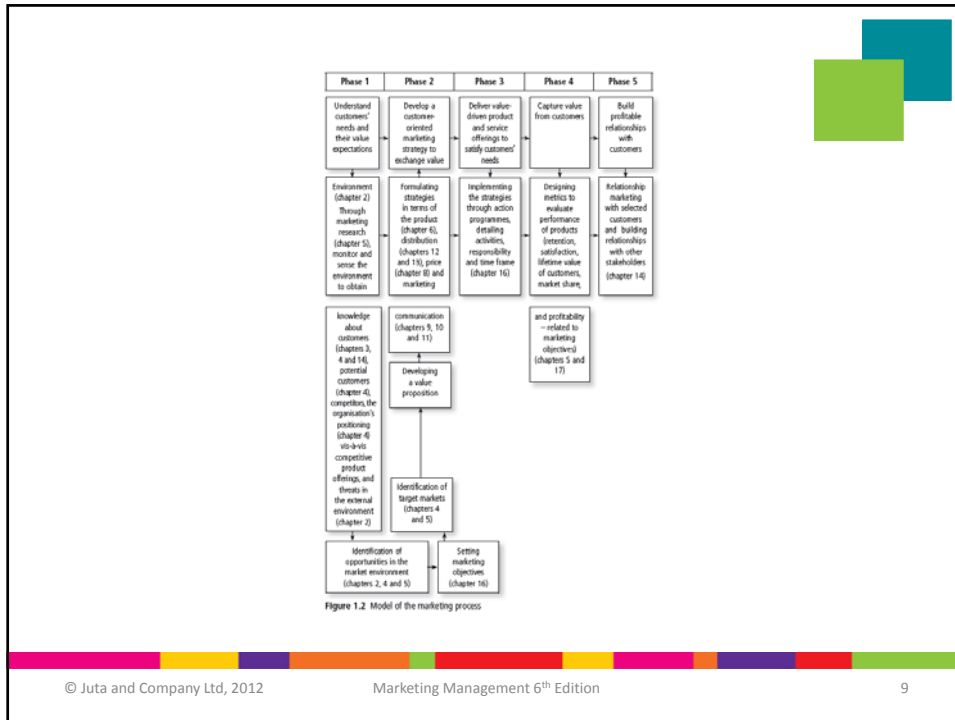
It is the process by which organisations create value for customers in the form of ideas, goods and services, to facilitate satisfying exchange relationships and to capture value from customers

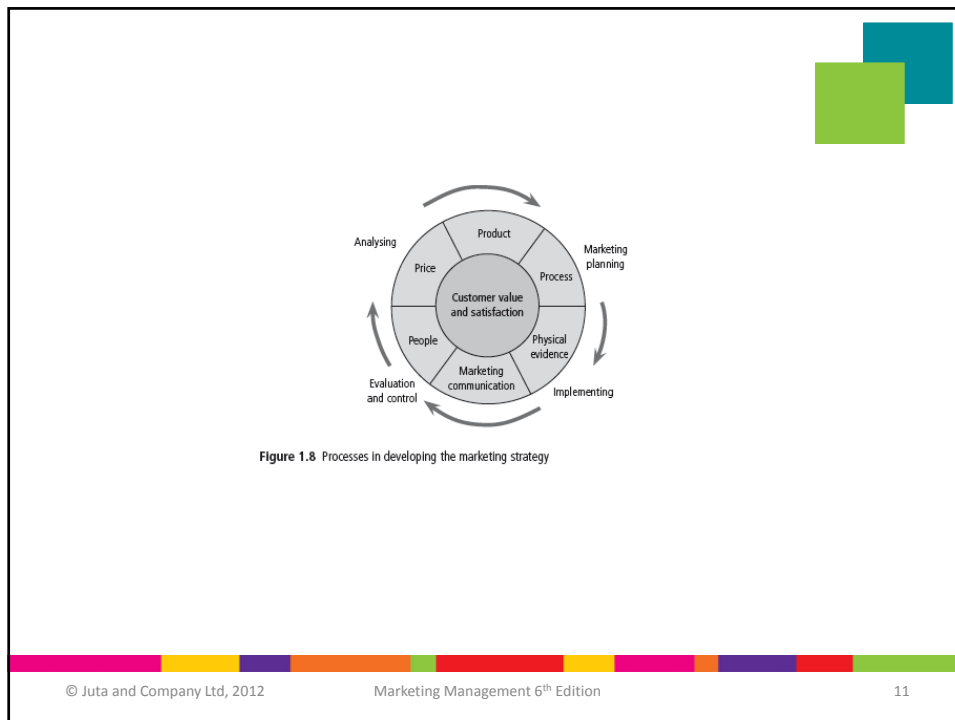
Elements of marketing definition

- 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)


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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, and not wearing seat belts; the SPCA)
- Persons (political candidates; Nelson Mandela – Madiba icon)
- Experiences (bungee jumping)
- Places (the Maldives, the Kruger Park)



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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



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Business to business products

- Consumables (maintenance and repair items such as oil, filters, cleaning materials, bolts, nuts, fasteners)
- 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

		Product	
		Present	New
Market	Present	Market penetration	Product development
	New	Market development	Diversification

Figure 1.7 Ansoff's competitor strategies

Source: Dibb, S, Simkin, L, Pride, WM & Ferrell, OC. 2006. Marketing, 5th ed. London: Houghton Mifflin, p. 47

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