



# MARKETING FUNDAMENTALS

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## Introduction

Marketing is a management process whereby a set of activities are integrated in a business organisation to identify, anticipate and as well as that provide satisfaction to a target customer's demands, in a profitable manner for the company itself (Kotler and Armstrong, 2018). The concepts of marketing embrace a common trait of developing product or service, promoting it, and also distributing it with the assistance of advanced outbound and inbound logistics into a market segment. The market segment is an identified group of consumers with common characteristics that a company chooses to serve in respect to what it aims to contribute to the industry.

Fundamentally, marketing is of utmost importance for the survival and prosperity of a business organisation due to its wide macro environmental application in a given corporate setting (i.e. the industry, or sector where the business organisation works). Its extensive theoretical frameworks, namely the Five Porter Forces, not only analyse the internal activities that the company requires to execute but goes as far as to determine the marketplace itself – entry power, substitute risk, level of rivalry, and such (Cateora et al., 2016).

This report will aim to provide a general overview of the broad terminology of marketing and its role and responsibility in business organisations. The report will consist of explanation of the different concepts in marketing, the marketing mix and its importance, the marketing process stages, customer value creation and the role of stakeholders in achieving marketing activities.

## Concept of Marketing

In order for a business to be successful, each of its established departments devises strategies and development plans in respect to the operations and objectives that they are assigned with. Marketing has five different concepts which have unique types of strategic frameworks, applicable in a variety of scenarios and also on the nature of each (Cateora et al., 2016). The concepts have a design which refines the purpose of the business organisation as a result of the changes that each contributes with to the operation of the rest of the departments – for example, training of employees for marketing-related positions but the human resources department. The five concepts are as follows:

### Production Concept

This is an operation-oriented approach to marketing. This is where marketers choose to appeal to the lower-class society in the contemporary business environment, but it argues that it aims to appeal to the human nature – preferring the cheap over the expensive product or service (depending on the nature of the company itself). The production is wide, and the product itself is made cheaply and so it is sold at a highly

affordable price, with an unfortunate disregard to quality in the majority of cases. This can be an effective concept to apply in a market which is very high growth-based and profits are aimed at maximisation and scope (Demangeot, 2008).

#### Product Concept

In contrast to the production-oriented marketing concept, the businesses which choose the product concept, focus on the customer, and less on the maximisation of profit via cheap production (Demangeot, 2008). This means that the products and services offered by the respective company are high quality and aim to satisfy the demand for high functionality and even innovative features that customers seek. This is an especially applicable concept in markets pressuring companies to create superior production in comparison with the opposition. A suited example to use is Apple Inc which is a technological company with one of the highest revenues in the market for electronics production and distribution which focuses on constant innovation.

#### Selling Concept

The selling concept is very differentiated from the previous two outlined above in the sense that the marketer here does not believe that customers will purchase a product on their own and as a consequence require persuasion (Demangeot, 2008). This concept puts a load of energy in the hands of the business, which includes a whole commitment to effectively stimulate a lot of shopping with potential customers. Load the time we tend to see further this action used after the business has an impact on overcapacity and wants to sell what they create instead of what the market wants or needs. Businesses that prefer to use this design for sale should be careful to find potential customers and show emotion in order to sell them the benefits of their unwanted product.

#### Marketing Concept

The construction for sale is this concept of competition. it is a sales construct that believes that the success of a business depends on marketing efforts that offer a much better price offer than its competitors. in addition, this idea focuses on the requirements and needs of the target sale, as well as on a price higher than its competition (Demangeot, 2008). When you sell, your goal is to be a popular choice over your competitors.

#### Societal Marketing Concept

The social sales construct is the most progressive and modern applicable marketing mind you should have. it is a sales construct that believes in the return of society, producing a better product that makes it easier for the planet to be a much better place (Prothero, 1990). This orientation arises when some doubt whether sales and business are coping with the huge problems facing society, such as environmental degradation, resource scarcity, increase, poverty and social disruption. Foods are

usually high in fat and can then supplement these dishes with fries, pies and soda, which are also not healthy selections. The food is then wrapped in a convenient package, which most of the time lands at the bottom somewhere like waste.

## Marketing Mix Framework

### 4P Marketing

The selling combine includes many areas of focus as part of the overall marketing ranking. The term usually refers to a standard classification that started because of the four Ps: product, price, placement, and promotion. Effective sales touch different areas, such as hostile message attachment. Therefore, this will help you reach a wider audience, and given the four explanations, sales professionals are better able to keep the focus on the items that actually matter. The combined specialization of suppliers helps organizations make strategic choices after launching a new product or rewriting existing products (Pulido Polo, 2018).

The four annotation classifications for developing a good sales strategy were first introduced in 1960 by Prof. Marketing and author E. St. McCarthy. relying on trade and therefore the purpose of the sales arrangement, sales managers may use different approaches to each of the four explanations. each component is tested repeatedly, but subsequently they are usually attached to each other.

### **The Product**

This is a related item or service designed to meet the needs and requirements of the customer. For an effective market for a product or service, it is vital to notice what sets it apart from a competing product or service. It is vital to work with different products or services.

### **The Price**

The sales value of a product reflects what buyers are willing to pay for it. Sales professionals should be forced to consider pricing, including analysis and development, production, marketing, and distribution - otherwise known as cost-based valuation. valuation based mainly on quality or price perceived by consumers is understood as pricing.

### **The Place**

The type of product sold is vital to take into account the one-off distribution areas. The main customer product, similar to paper goods, is usually sold quickly in several stores. However, the product with a first-class customer is usually only available in selected stores. Another thought is whether to place a product in an extremely physical store, online or in both.

## **The Promotion**

Sales campaigns are known as promotional harvesters. Activities may include advertising, publicity, personal commercialism, and publicity. A key thought should be about the budget set for the selling combine. sales professionals strictly build a message that always includes details of the opposite 3 explanations after trying to succeed in their audience. Determining the most effective communication environment and making choices about how often you communicate is vital.

## **7P Marketing**

Not all sales are product-focused. the customer service business is usually completely different from one based primarily on a physical product, so they can usually adopt a consumer approach that includes additional parts to deal with their distinctive desires (Srivastava, 2012).

Three additional explanations related to the current style of combined sales may cover people, process, and physical evidence. people check with workers who represent an organization while working with buyers or customers. method represents the tactics or flow of customer service and sometimes involves performing the service to meet customer requirements. The physical evidence relates to the area or house in which the company's representatives and customers work. affects member of furniture, signs, and layout.

In addition, merchants typically study buyers, who can often influence methods involving a service or product. This further requires equipment for human activity with buyers in terms of receiving feedback and processing the requested feedback.

## **Importance of Marketing Mix**

Traditionally, sales begin with the typical desires of consumers and end with the delivery and promotion of the final product or service. Consumer-oriented sales are very alternative. The goals are reassessment of customer desires, often human activity, and development of methods to create customer loyalty. This reinforces the importance of the marketing mix in the contemporary business environment.

## **The Marketing Process and its Stages**

According to Maximilian Claessens (2015), the method of sale is divided into 2 massive parts: the main one consists of activities that make a price for the cartridges. this is often the largest and most basic part of the method and can be divided into four steps. In return, the corporation will capture a price from customers, ie. the second part of the sales method.

The first step in the emergence of the sales method is who the customer is and what he needs and needs. Before adding other business activities, the corporation must gain a comprehensive understanding of the market. To do this, he must analyze the market as well as customer needs. at the same time {data} must be managed in the market and customer data.

The second step of the method is to develop a customer-oriented sales strategy. however, will an organization do that? It includes 1st of all market segmentation and targeting. The company must phase the market and thus focus and concentrate on one or many of these known segments. This answers the easy question: What kind of customers will we need to serve? answer this question and thus full segmentation and targeting is important as the organization cannot serve all customers in every method. On the contrary, the corporation must focus its resources on those customers it will serve best and productively.

When the sales strategy is developed, the corporation will deal with the third step, which focuses on building a connected integrated sales program, ie. the presumed combined sale. The goal of the sales program is to show the marketing strategy at a real price to the buyers. Therefore, the sales program must provide a superior price to the customer. The sales program is known as the four Ps, consisting of the four components sold. The selling combine consists of goods, price, place and promotion. product means offering a product (or service) that is charming to target customers and creating stable brands around that product.

The fourth step within the 1st part of the sales method, which aims to form a price for the purchasers in question is to create profitable customer relationships with target customers. The problem leading to success during this is far from customer satisfaction. Instead, the orientation should please customers, which means that the company's offers exceed customer expectations. Customers can then replicate the acquisition process and remain loyal and profitable to the corporation.

Finally, once these four steps were completed, the company created a price for the right customers through a connected integrated sales program, leading to stable customer relationships. The fifth step will now focus on reciprocal price collection by customers. Offsetting the price by customers means that the company is able to generate profit and equity. this is often maintained by happy, admiring, and reliable customers who repeat the acquisition action and thus return to the store many and more times.

### Role of Marketing in Creating Customer Value

The value in marketing, called the additionally perceived price by the customer, is that the distinction between the analysis of the future customer for the advantages and the prices of 1 product, when placed among the others. Marketers must produce

a price for the product by providing education, desire and reaching the target market. Another vital aspect of product promotion is the training of internal workers and shareholders in an organization to stimulate their support, contribution, and participation in the sale of the new product. In addition to the present, the key here is the cost of human activity and establishing customer value, where this is often vital as a result of your efforts to create value measured in customer perceptions of that value (Sheth, 2019). A basic cognitive process that your customers cannot get is one thing you want as a result of what business organizations have as an unspoken shared price - buyers buy a product because they like it or want it.

## Stakeholders and Marketing

### Stakeholder Engagement

The stakeholder engagement in an organisation is the way the organisation itself provides encouragement for its stakeholders to get involved in the decision-making process and who can actually influence its implementation (Aakhus and Bzdak, 2015). It is worth noting that the stakeholder engagement activity is part of the concept for Corporate Social Responsibility, in the achievement of triple bottom line. The importance of stakeholders is immense as a result of those characteristics and the internal ones have a direct contribution to the organisational success of a company.

### Stakeholder Role in Organisational Marketing Activities

The stakeholders who influence the marketing activities in a business organisation are the departmental marketing employees, and their managers (and directors if applicable) (Aakhus and Bzdak, 2015). The employees are the individuals who assemble and develop organisational tactics in the marketing department to improve upon any of the following aspects:

- Marketing mix approach
- Public relations representation
- Product / Service development
- Improvement upon the Ansoff Matrix of the company
- Assessing the competition
- Developing innovative ideas for new features on existing products, relating to the Ansoff Matrix
- Assessing personal weaknesses and strength of departmental work.

The managers in the marketing department are the ones responsible for:

- Allocating marketing tasks
- Coordinating workload
- Monitoring employee performance
- Providing professional advice
- Providing assistance in achieving objectives

- Completing reports and reporting to the directors of the marketing department
- Aiding decision-making for the course that the marketing department will be taking in terms of improvement of organisational performance
- Communicating with interrelated departments like human resources, accounting, and operations.

## Conclusion

In conclusion, marketing is of utmost importance in a business, regardless of its mission in the business environment. Marketing provides an opening for communication and serving customer demand in the market, in the exchange for profitable outcome, if done successfully. There are many areas where marketing has a responsibility in an organisation, including the marketing mix, stakeholder engagement, choice of conceptual strategy to use for the product, service and target customer, and so on. The vitality of the business operation in relation to marketing is to always invest effort and incentives in improving it or developing its scope, and ensuring that the recruited staff members are well qualified for the marketing positions they are put in.

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