**University: Djilali Bounaama Academic year: 2022/2023**

**Department of Economy Level: first year**

**Marketing**

**A. What is marketing?**

It is the process of getting consumers interested in your company’s product or service. This happens through market research, analysis, and a solid understanding of your ideal consumer’s wants and needs. Marketing includes all aspects of a business, including product development, distribution methods, sales, and advertising.

**B. The four principles of marketing:**

**1. Product:** let’s say you come up with an idea for a product you want to sell. What’s next? You probably won’t be successful if you just start selling it. Instead you need your marketing team to do market research and answer some critical questions. Is there market fit for this product? What messaging will increase product sales? And on which platforms? How should your product developers modify the product to increase the success of your product?

**2. Price:** Your marketing team will check out competitors’ product prices, or use focus groups and surveys, to estimate how much your ideal customer is willing to pay for such a product. Price it too high and you will lose out on a solid customer base. Price it low and you might lose more money than you gain, this is why we have customer analysis.

**3. Place:** offer suggestions for how and where to sell your product. Perhaps, your team believe that E-commerce site works better than a retail location or vice versa. Or maybe they can suggest a location that would be most popular to people to sell your product or either nationally and internationally.

**4. Promotion:** this includes any online or print advertisement, event or discount your marketing team creates to increase awareness and interest in your product and ultimately lead to more sales. In this stage you will probably see advertising, media promotion and campaigns.

**Advertising**

Jefkins (1994: 5) says that advertising is a persuasive marketing message to sell particular goods and services with competitive price for potential buyers.

**Characteristics:**

1. It attracts the readers’ attention

2. It arouses the readers’ desire and interest

3. It convinces the readers to make an action (purchasing the products offered)

**Common Elements of Advertisement:**

**1. Headline**: A headline is word phrase or short sentence which is at the start of a paragraph and it has various color and bold and large font size and its functions are for attracting the readers’ attention and leading them to read the copy of advertisement.

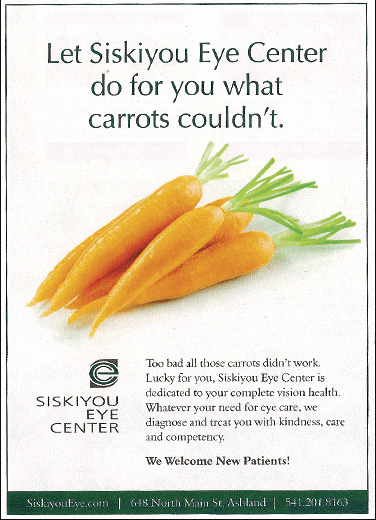
**2. Image**

**3. Address, phone, fax number**

**4. Body copy:** a copy is the body or the text of an advertisement for persuading, catching and holding the interest of prospective buyers. It can be about information of a product or the advantages of buying and using a product. Finally, it consists of a line, two or a single paragraph or quite heavy paragraphs

**5. Price** (optional)

**6. Logo** (optional)

****

**Task:**

Create your own print advertisement following the elements of advertising stated in the lesson.

**PS:** copied works from the internet will not be considered.

**Sample:**

