

Introduction to marketing

Definition of Marketing

- Dr. Philip Kotler defines marketing as following: “ a science and art of **exploring, creating, and delivering** to satisfy the **needs** of a **target market** (consumers) at a **profit**.
- Marketing refers to the activities designed by a company to attract, connect and convince consumers to purchase its product or service.

Marketing Mix

It is a marketing concept that refers to a set of **variables** and resources used by a company for creating an effective **marketing plan** to promote a good or a service in the market.

The 4Ps of Marketing Mix:

•What are the 4Ps of Marketing:

1-Product: It refers to a good or service being offered by a company. It should meet a certain **need** of consumers. It can be either a **Tangible** good or an **intangible** service.

2-Price: is the cost consumers pay for a product. it **depends** on **cost of production, and promotion, supply and demand, competitors' price ...etc.**

3-Place: refers to **points of sale**. It is **the locations of distribution** or simply the market where the product is sold.

3-Promotion: the **activities** to make the product or the service **known** to consumers. It can include **advertising, press reports, social media marketing...**

The importance of the 4Ps:

The combination of the four Ps helps companies to create **effective** and **successful** marketing **strategies** and **tactics** (marketing plans).

Questions

- 1- what is the the simplest definition of marketing?
- 2-what is the main objective of marketing?
- 3-who is the first economist who brought the term "Marketing mix"?
- 4-what are the main criteria that the marketer must take into consideration before identifying the final price?

Define the following concepts

Brand. Supply and demand. Social media marketing. promotion

Definition of Marketing :

Marketing is a group of operations or activities that work to discover customers' desires and develop a group of products or services that satisfy their desires and achieve profits for the organization within an appropriate period of time. Marketing can be defined as the art of selling, but sales are part of the process.

The importance of marketing :

- Through marketing we know what are the most important desires of the buyer.
- Knowing the products and services that are widely traded in the market.
- Find out what is the customer's satisfaction with the offered goods and products.
- Submit a report to the business owner or seller about the quality of his goods and services and the customer's satisfaction with the prices provided through market opinions.
- Marketing assists in providing full support in planning the production process at various stages.

Marketing Success Requirements :

Achieving marketing success depends on the following requirements :

- Being aware of customer needs constantly.
- Understand the mission and basic goals of the facility.
- Monitor changes in the environment affecting marketing.
- Designing marketing plans.
- Focus on the ingredients in the marketing mix.

- Striking a balance between the interests of society, the facility, and customers.

Marketing Properties :

Marketing has many characteristics, the most important of which are:

Marketing is one of the renewed and evolving activities:

This is evidenced by the development of methods of marketing some types of commodities that were marketed using old methods in the past that are no longer used today.

Distribution systems are characterized by competitive marketing: because of the reliance on several modern, contemporary, and renewable marketing methods to promote specific products and services, and to demonstrate their distinction from other alternative and competing products.

Marketing interest to people during the implementation of its functions: the services and goods must meet the needs of people, through buying and selling them by relying on marketing them in ways acceptable to them, and even though people are important elements in the marketing process, this process cannot be judged by moral standards, The products that people need are provided to them by various means of marketing.

The dominance of small enterprises in marketing: where most of these institutions depend on the employment of a small number of employees, and the number does not exceed five people and the majority of them are owners.

Marketing Strategy :

Marketing depends in the preparation of its plan on a strategy that integrates with the strategy applied in the facility.

The marketing strategy includes formulating the enterprise's mission, analyzing competition and attitude, knowing goals and strategies, and realizing and distributing products. The marketing strategy is formulated according to the following steps:

- **Message Preparation:** is to clarify the purpose of the facility's existence, which depends on achieving a certain thing, such as providing telecommunications services, car manufacturing, or designing computer games. The message may change depending on the emergence of new circumstances and conditions related to the market.
- **SWOT Analysis:** It is one of the strategic tools that helps to analyze the capabilities of the facility by recognizing its weaknesses and strengths, and knowing the nature of its external environment that contributes to understanding the nature of threats and opportunities.
- **Knowing The Goals:** they are message-based goals that must be converted into real actions, and help achieve the required accomplishments within a specific schedule of time. Goals must be realistic and correctly express the external and internal environments, then they will contribute to supporting the administration to achieve success in implementing the marketing strategy.
- **Defining Strategy:** is the entity's choice of the appropriate marketing strategy that contributes to reaching its goals.
- **Implementation Of The Strategy:** It is the process that relies on the use of programs that contribute to the application of the marketing strategy. For example, if the nature of the company depends on technology, it should use research specialized in development and collect data on technology.

Marketing Ethics :

Marketing must be distinguished by having a set of important ethics, including:

- Explain the risks that may arise from using the service or product.
- Avoid using false and deceptive ads.
- Not using products to influence and exploit customers.
- Ensure fairness while dealing with suppliers and customers.

Marketing Goals :

Marketing seeks to achieve several goals specific to the facility, the most important of which are:

Profit-Making: It is the main goal of enterprises seeking to increase their income and profits, and the role of marketing in reaching these profits is through achieving an appropriate volume of sales that contribute to obtaining profits by taking advantage of available opportunities, using new methods in marketing, and searching for more Zones are profitable within the market.

Continued Growth: is the role of marketing in promoting and supporting the growth of the organization by increasing its sales in an incremental manner, i.e. achieving a greater rate of sales compared to the previous rates, and this contributes to increasing the establishment's share within the market or supporting its participation in new markets.

Maintaining Survival: It is one of the primary goals of marketing, as the entity's continued survival and maintenance of its activities within the market is one of the most important jobs that all the units of the facility - including the marketing unit must seek to implement. The vital activity of marketing must also be recognized, which will contribute to maintaining the

Continuity of the facility by implementing the following two functions:

The continuous search for new marketing opportunities, by increasing the entity's market share, or by selling it to highly profitable marketing products.

Organizing systems specialized in marketing information:

These are systems that record, process, and collect information about the market, and then transfer it to the facility management in a timely manner.

Types of Marketing :

Marketing through website optimization in search engines and this type is the most important :

This type of marketing is very important in this field and search engines are considered the art of increasing the appearance of your website in the first results of the search engine pages.

Like the Google search engine, this is done by targeting specific words on your website, so your site appears in the first rank when searching for the field of services that your site provides.

Marketing through social media :

This type of marketing is more effective and widespread than others because it communicates with a large group of users of different ages, groups and countries.

It is an opportunity to increase the volume of users through advertisements funded on social networking sites such as Facebook .

Email Marketing :

Using e-mail in marketing, as it reaches the target groups in the form of newsletters or new offers via the emails of these people.

Marketing for using participatory programs.

The e-marketing here is for the participation programs that are seen and used by many pioneers of social networking sites.

Marketing through websites :

Marketing is using websites that specialize in specific services and these sites are characterized by the large size of their users, such as blogs, forums, directory sites and classified ads.

Mobile Marketing :

Marketing using the latest types of electronic marketing, mobile applications are one of the largest types of electronic marketing, due to the increase in the number of smart phone users around the world and also the speed of access to information in a timely manner

Marketing Strategy

What Is a Marketing Strategy?

A marketing strategy refers to a business's overall game plan for reaching prospective consumers and turning them into customers of the products or services the business provides. A marketing strategy contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements.

Marketing Strategies vs. Marketing Plans

The marketing strategy informs the marketing plan, which is a document that details the specific types of marketing activities a company conducts and contains timetables for rolling out various marketing initiatives.

Marketing strategies should ideally have longer lifespans than individual marketing plans because they contain value propositions and other key elements of a company's brand, which generally hold consistent over the long haul. In other words, marketing strategies cover big-picture messaging, while marketing plans delineate the logistical details of specific campaigns.

Academics continue to debate the precise meaning of marketing strategy, therefore multiple definitions exist. The

following quotes help crystallize the nuances of (modern) marketing strategy:

- "The sole purpose of marketing is to sell more to more people, more often and at higher prices." (Sergio Zyman, marketing executive and former Coca-Cola and JC Penney marketer)
- "Marketing is no longer about the stuff that you make, but about the stories you tell." (Seth Godin, former business executive, and entrepreneur)
- "The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself." (Peter Drucker, credited as founding modern management)
- "Marketing's job is never done. It's about perpetual motion. We must continue to innovate every day." (former vice chair and chief marketing officer, GE)
- "Take two ideas and put them together to make one new idea. After all, what is a Snuggie but the mutation of a blanket and a robe?" (Jim Kukral, speaker and author of "Attention!")

The Creation of Marketing Strategy

A carefully-cultivated marketing strategy should be fundamentally rooted in a company's value proposition, which summarizes the competitive advantage a company holds over rival businesses. For example, Walmart is widely known as a discount retailer with "everyday low prices,"