



Tutorial 1

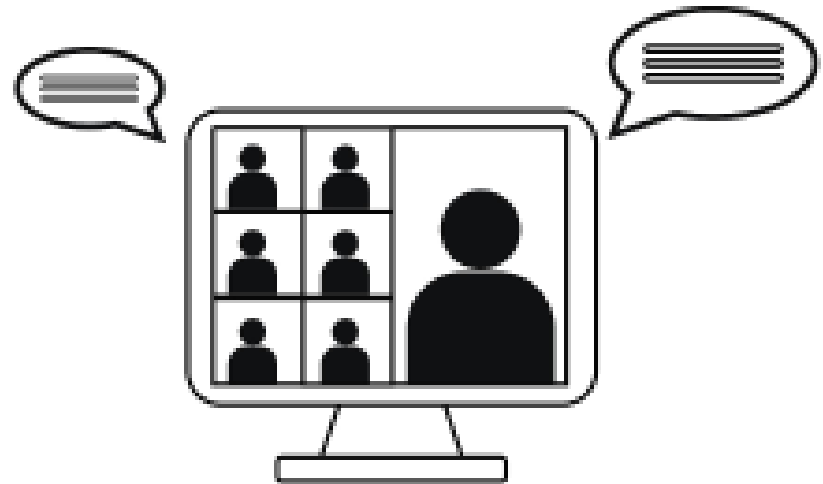
Introduction to Marketing











Tutorial Class Style

- In order to help you to finish the:
- Lecture activities
- Workshop activities





Activity Icon

Icon	Meaning	Activity
	Take notes	These are important points and you should take notes. You will be required to know this information.
	Individual Activity	Students complete an individual task.
	Group Activity	Students discuss/ complete activities in groups and report back to the class.
	Research required	You will need to research this and do some reading before the next class.
	Important Concept	You MUST understand this concept to successfully complete the subject. Seek help if you don't understand.
	Practice Questions	Students will complete these questions as practice.



The Scope of Marketing

Marketing is about identifying and meeting human and social needs

AMA's formal definition:

*"Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and **exchanging** offerings that have value for customers, clients, partners, and society at large." (p27)*



What is Marketed?

Marketers market 10 main types of entities:

- Goods
- Services
- Events
- Experiences
- Persons
- Places
- Properties
- Organizations
- Information
- Ideas



Stimulating demand

8 demand states

1. Negative
2. Nonexistent
3. Latent
4. Declining
5. Irregular
6. Unwholesome
7. Full
8. Overfull



Stimulating demand

8 demand states

- *Negative demand*
Consumers dislike the product and may even pay to avoid it.
- *Nonexistent demand*
Consumers may be unaware of or uninterested in the product.
- *Latent demand*
Consumers may share a strong need that cannot be satisfied by an existing product.
- *Declining demand*
Consumers begin to buy the product less frequently or not at all.

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Stimulating demand

8 demand states

- *Irregular demand*
Consumer purchases vary on a seasonal, monthly, weekly, daily, or even hourly basis.
- *Full demand*
Consumers are adequately buying all products put into the marketplace.
- *Overfull demand*
More consumers would like to buy the product than can be satisfied.
- *Unwholesome demand*
Consumers may be attracted to products that have undesirable social consequences.



Core marketing concepts

1. Needs, wants, and demands
2. Target markets, positioning, and segmentation
3. Offerings and brands
4. Marketing channels
5. Paid, owned, and earned media
6. Impressions and engagement
7. Value and satisfaction
8. Supply chain
9. Competition
10. Marketing environment



Example: Core Marketing Concepts

Needs

Personal hygiene – want to be accepted by others
The basic human requirements such as for air, food, water, clothing, and shelter

Wants

Take a bath with nice smelling soap
Specific objects that might satisfy the need

Demands

Afford the expensive soap
Wants for specific products backed by an ability to pay



Example: Types of needs

Stated needs:

Customer wants an inexpensive sporty car \$34,000

Real needs:

Customer wants a car where operating cost is low (not as focused on initial price)

Unstated needs:

Customer expects good service from the dealer

Delight needs:

Customer wants extras thrown in – GPS, extended warranty

Secret needs:

Customer wants friends to think they are a savvy consumer



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Core Marketing Concepts

Segmentation, targeting & positioning

Segmentation

T

argeting

P

ositioning



Image source: Kelloggs.com.au



Core Marketing Concepts

Offerings and Brands

- **Value proposition:**
a set of benefits that satisfy those needs
- **Offerings:**
a combination of products, services, information, and experiences
- **Brands:**
an offering from a known source



*Example:
Different kinds of associations in people's minds make up Apple's brand image: creative, innovative, easy-to-use, fun, cool, iPod, iPhone, and iPad*



Core Marketing Concepts

Marketing Channels

Marketing channels

- **Communication channels:**
deliver and receive messages from target buyers
- **Distribution channels:**
help display, sell, or deliver the physical product or service(s) to the buyer or user.
- **Service Channels:**
used to carry out transactions with potential buyers



Core Marketing Concepts

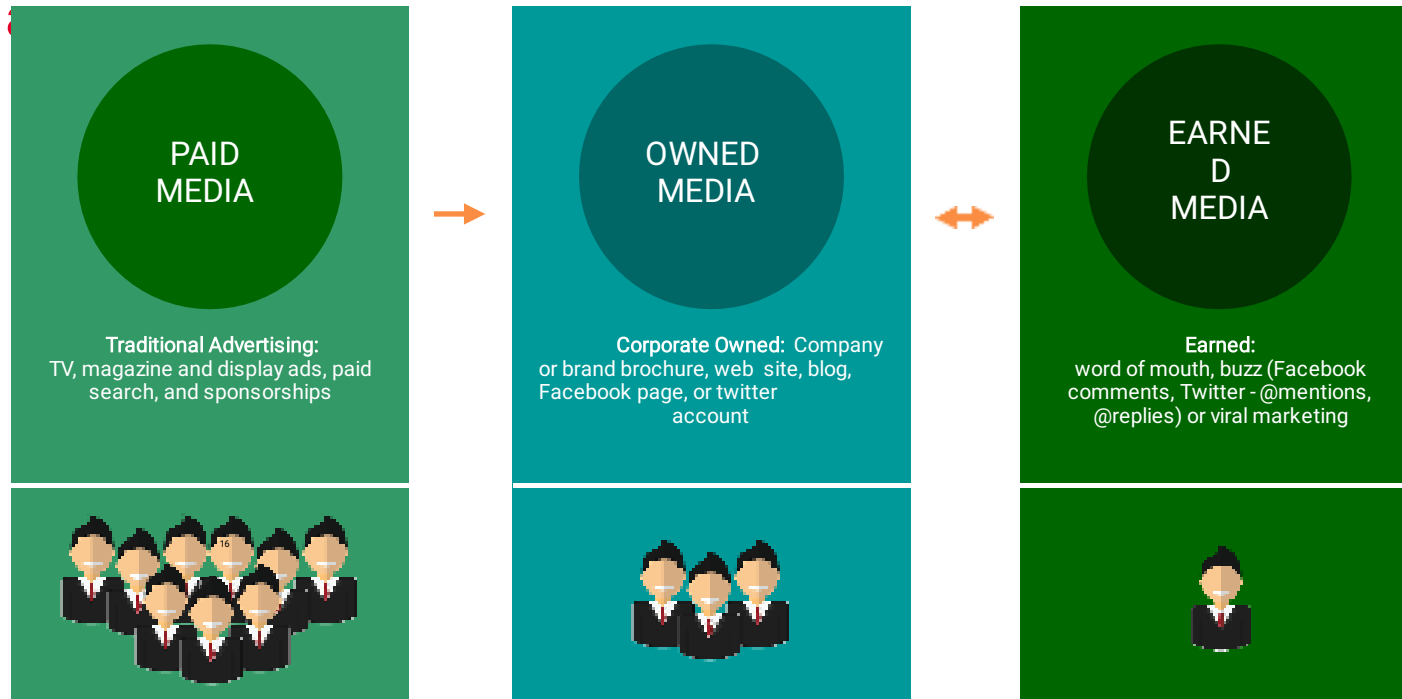
Paid, Owned and Earned Media

- **Paid**
TV, magazine and display ads, paid search, and sponsorships
- **Owned**
Company or brand brochure, web site, blog, Facebook page, or twitter account
- **Earned**
word of mouth, buzz (Facebook comments, Twitter - @mentions, @replies) or viral marketing



Core Marketing Concepts

Media





Core Marketing Concepts

Impressions & Engagement

- **Impressions**
occur when consumers view a communication
- **Engagement**
the extent of a customer's attention and active involvement with a communication

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Core Marketing Concepts Value and Satisfaction

- **Value**
a combination of quality, service, and price (QSP) is called the customer value triad.
Value is the sum of the tangible and intangible benefits and costs
- **Satisfaction**
a person's judgment of a product's perceived performance in relationship to expectations



Value perceptions increase with Quality and Service, but decrease with price.



Think like a Marketer!

- 什么样的“市场”才是一个好的“市场”？
- “世界在变 核心不变” 市场的核心是什么？
- 营销观点过时不过时？
- 《下一个是什么？营销的未来》“现代营销学之父”菲利普·科特勒最新演讲
- https://mp.weixin.qq.com/s/iwUPXn_u_qVHTC5ZuZKMZg



Thank You.

