

- Marketing: Concept, Functions, and Philosophies
- Marketing Mix

## Marketing: Concept, Functions, and Philosophies

**Concept Explanation:** Marketing refers to identifying a group of potential customers and determining ways to convince them to purchase the company's product. Marketing Management involves planning, organising, directing, and controlling activities that facilitate the exchange of goods and services to achieve organisational objectives.

### Key Definitions / Features:

- **Features of Marketing:**
  - Identifying needs and wants of customers.
  - Creating market offering.
  - Developing customer value.
  - Providing exchange mechanism.
- **Functions of Marketing:**
  - Gathering and analysing market information.
  - Market planning.
  - Product designing and development.
  - Standardisation and grading.
  - Packaging and labelling.
  - Branding.
  - Customer support services.
  - Pricing of products.
  - Promotion.
  - Physical distribution including transportation and storage.
- **Marketing Management Philosophies:**

- **Production Concept:** Emphasises availability and affordability of products.
- **Product Concept:** Focuses on quality of production rather than quantity.
- **Selling Concept:** Focuses on aggressive selling and promotional efforts to persuade customers.
- **Marketing Concept:** Customer satisfaction is key to organisational success.
- **Societal Marketing Concept:** Extends marketing concept by considering long-term welfare of society.

**Illustrative Examples:** None specific, but mnemonics provided for easy recall of features, functions, and philosophies.

#### Practice Set:

- *Level 1 – Easy:* Define marketing and list its features.
- *Level 2 – Moderate:* Explain the functions of marketing with examples.
- *Level 3 – Challenging:* Compare and contrast the marketing management philosophies.

#### Answer Key:

- Marketing is the process of identifying customer needs and convincing them to buy products.
- Features include identifying needs, creating offerings, developing value, and exchange mechanism.
- Functions include market research, planning, product development, pricing, promotion, and distribution.
- Philosophies differ in focus: production on availability, product on quality, selling on persuasion, marketing on satisfaction, societal on welfare.

**Quick Reference:** Marketing = Customer Needs + Product Offering + Exchange + Satisfaction.

#### Glossary:

- **Marketing Management:** Organising and controlling marketing activities.
- **Standardisation:** Ensuring uniform quality and features.
- **Grading:** Classifying products based on quality.
- **Branding:** Naming and identifying products.
- **Societal Marketing:** Marketing with social welfare focus.

## Marketing Mix

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**Concept Explanation:** The marketing mix consists of four major decision areas known as the 4Ps: Product, Price, Place (distribution), and Promotion. These elements are combined to plan and execute marketing activities effectively.

## Key Definitions / Features:

- **Product:** Goods or services offered for sale, including branding, labelling, and packaging.
- **Price:** The amount paid by buyers or received by sellers, influenced by costs, demand, competition, and regulations.
- **Physical Distribution (Place):** Making products available at the right place through transportation, warehousing, and inventory control.
- **Promotion:** Communication tools used to inform and persuade customers, including advertising, personal selling, sales promotion, and public relations.

## Illustrative Examples:

- **Products:** Hindustan Lever's toiletries and detergents, Tata's steel and trucks, LG's electronics, Amul's dairy products.
- **Branding:** Brand name (Asian Paints), Brand mark (Nike's swoosh), Trademark (legally protected brand).
- **Packaging Levels:** Primary (immediate container), Secondary (additional protection), Transportation packaging.
- **Channels of Distribution:** Direct, One-level (retailer), Two-level (wholesaler and retailer), Three-level (agent, wholesaler, retailer).
- **Promotion Mix Elements:** Advertising, Personal Selling, Sales Promotion, Public Relations.

## Practice Set:

- *Level 1 – Easy:* Define the 4Ps of marketing mix.
- *Level 2 – Moderate:* Explain the functions of packaging and labelling with examples.
- *Level 3 – Challenging:* Describe the different channels of physical distribution and their advantages.

## Answer Key:

- Product is the item offered for sale; price is the amount paid; place is distribution; promotion is communication.
- Packaging protects and promotes the product; labelling provides information and identification.
- Channels vary by intermediaries: direct is manufacturer to consumer; others involve retailers, wholesalers, and agents.

**Quick Reference:** Marketing Mix = Product + Price + Place + Promotion.

## Glossary:

- **Brand Name:** Verbal identity of a product.

- **Brand Mark:** Symbol or design representing a brand.
- **Trade Mark:** Legally protected brand element.
- **Packaging:** Designing and producing product containers.
- **Promotion Mix:** Combination of communication tools.

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