Introduction to Marketing

**Strategy**

What is a Market?

- Characteristics is not a Market
  - A group that lacks any one of these
    1. (1) the willingness to buy
    2. (2) needs or wants, and with people or organizations with
    3. (3) the ability and
    4. (4) the willingness to pay for it, their willingness and

Different Views of Marketing

- The Selling concept: If we leave consumers alone, they will not buy our product. Therefore, we must promote and sell our products aggressively.
- The Engineering concept: Consumers prefer products with the best features and performance. Therefore, we must concentrate on improving our products and making new ones.
- The Product concept: Consumers buy products that are in place and easy to find. Therefore, we must concentrate on making our products cheap and widely available.

Understanding the needs of consumers

- Needs or wants
- Consumers may or may not be able to articulate
- If not, marketing is the identification and satisfaction of consumers' needs. Broadly, the term "needs" is interpreted very (very)
- But: satisfaction them
- Consumers may or may not know what will
- Consumers, potential customers have for a product or service. ... plus their ability to pay for it.
- Everyone desire to drive a red Ferrari ...
- Why is demand not the same as desire?
- Demand is a measure of the desire that
Marketing Strategy is:

Products "Products Only for Marketing Only for"

Marketing Strategy:

- Identifying and understanding consumers' needs
- What needs? What consumers?
- Providing benefits: Through the product or service
- By helping consumers find, buy, use, understand the products
- Value the products

You think? Views (and needs) Change:

- "I think there is a world market for maybe five"
- "Computers in the future may weigh no more"
- "Then 1.5 tons"
- "Computers" Thomas Watson, 1943
- "640K of RAM ought to be enough for anybody"
- Bill Gates, 1981

Marketing mix:

- Target market
- Price
- Product
- Place (distribution)

Marketing Strategy:

- High
- Average
- Low

Quality

Illustration: Marriott Hotels

1-8 Fairfield Inn (executive)

High

Marketing Tasks

12% don't use the paste at all
- 24% do both paste and use water on the brush after applying the paste
- 4% pull water on the brush before applying the paste
- 15% pull water on the brush after applying the paste
- 37% use one that is more than 6 months old
- Favorite color is blue

2% don't brush at all
- 2% don't brush at all

Table:

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<th>High</th>
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Example: SK Run for AIDS
- Example: The Super Bowl
- Example: Hosting candidates in Vegas
- Example: What happens in Vegas, stays in Vegas
- Example: Person marketing Promotion marketing
- Example: Place marketing
- Example: Organization marketing
- Example: Event marketing
- Example: Organization marketing
Target Market Strategy

Usage Segmentation

Criteria for Segmentation

Segmentation

STP
Physical positioning has its limitations:

- Physical attributes, or perceive them differently, than the firm
- Mind.

A physical comparison of alternative offerings may not be

Limitations of Physical

Positioning

Positioning (Contd.)

Physical vs. Perceptual

Positioning

To Do for Next Week

- Customer perceptions are often based on attributes of
  physical products, or perceive them differently, than the firm
- Mind.

- Physical vs. Perceptual positioning

Positioning

Limitations of Physical

Physical

Positioning (Contd.)