



# SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35



## 23BAT607 – Marketing Management

### Unit I – Introduction to Marketing



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Redesigning Common Mind & Business Towards Excellence



Build an Entrepreneurial Mindset Through Our Design Thinking FrameWork



# Guess the Topic!!!

Definition of Marketing





# Discussion about....

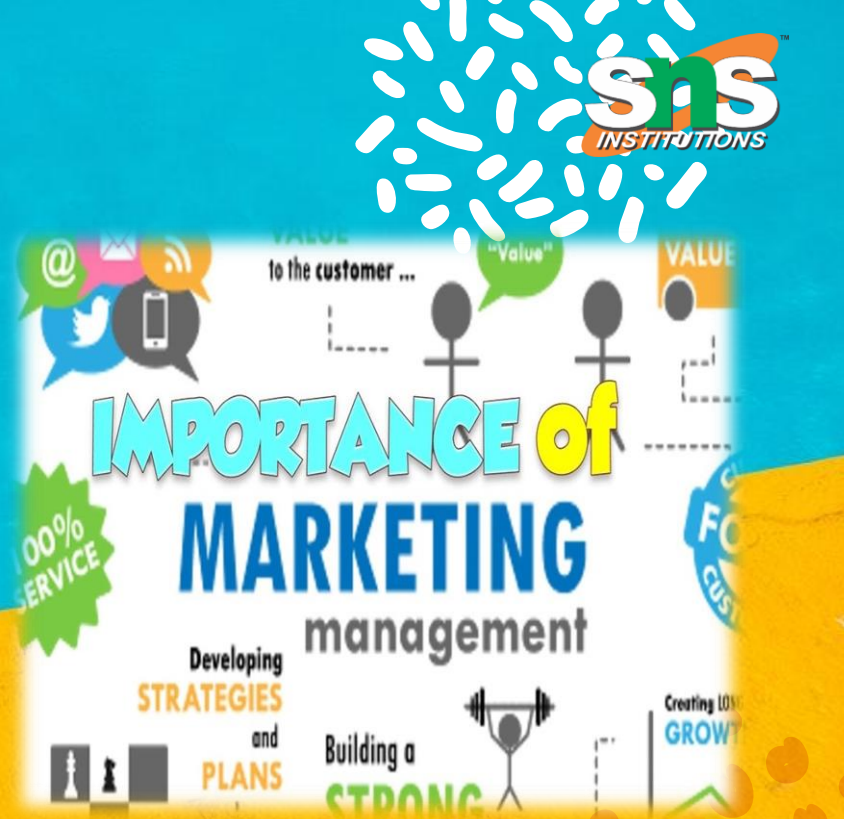
- Marketing
- Definition





## Reason to study the Marketing

- PLAYS AN IMPORTANT ROLE IN SOCIETY
- VITAL TO BUSINESS SURVIVAL, PROFITS, AND GROWTH
- OFFERS CAREER OPPORTUNITIES
- AFFECTS YOUR LIFE EVERY DAY

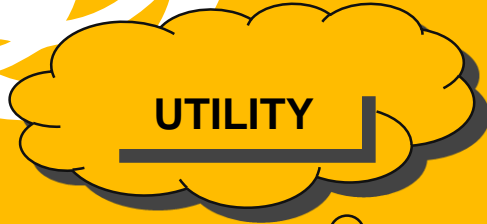


*“Marketing is too important to be left to the marketing department.”*

--David Packard, Hewlett-Packard



# Life is all about this.....





# Marketing at Wendy's

“At Wendy's®, we're unrivaled in our passion for giving people what they want — and uncompromising in giving people what they deserve”





# Marketing

A social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products and value with others

- x The twofold goal of marketing
  - x To *attract new customers* by promising superior value
  - x To *keep current customers* by delivering satisfaction





# What is Marketing?

*Personal Selling?*

*X Advertising?*

*X Making products available in stores?*

*X Maintaining inventories?*

**All of the above, plus much more!**





# What is Marketing?

***A PHILOSOPHY***

***A FUNCTION***

***A MANAGEMENT  
ORIENTATION***

**plus**

***A SET OF ACTIVITIES,  
INCLUDING:***

**PRODUCTS**

**SERVICES**

**PRICING**

**PROMOTION**

**DISTRIBUTION**



# What is Marketing?

## **Marketing is:**

Finding out what people want  
and creating products,  
services or ideas that  
match those needs.





# Definition of Marketing:

## The American Marketing Association Definition

***" Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals."***





# Knowledge Check

- x The twofold goal of marketing
- a. Attract new customer
  - b. Keep current customer
  - c. None of these
  - d. Both a and b



**Both a and b**

# Summary

- Importance of Marketing
- Meaning
- Definition





# References

➤ <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>



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# Thanks!

