



SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35



19BAT611 – Marketing Management

Unit I – Introduction to Marketing



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Redesigning Common Mind & Business Towards Excellence

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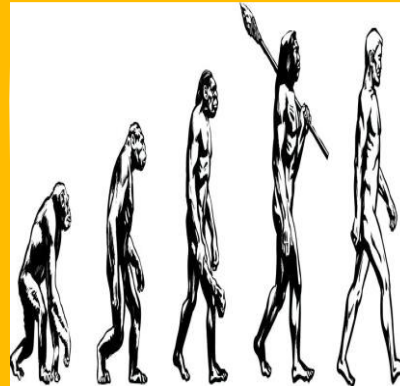
1st GenAI
*Design
Thinking
FrameWork*

Build an Entrepreneurial Mindset Through Our Design Thinking FrameWork



Guess the Topic!!!

Evolution of Marketing





Recap



Let's
Recap





Discussion about....

- Why to study the evolution of marketing
- Production Concept
- Product Concept
- Selling Concept
- Marketing Concept
- Customer Concept
- Societal Marketing Concept
- Difference between Selling and Marketing

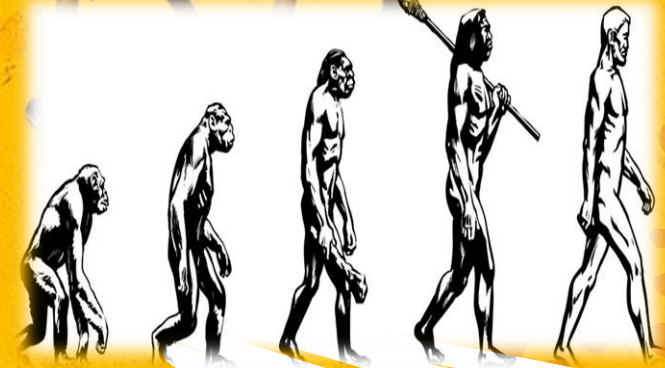




Reason to study the Evolution of Marketing



- 1- Production-orientation Stage
(Late 1800s-1930s)
- 2- Sales-orientation Stage
(Early 1930s-1950s)
- 3- Marketing-orientation Stage
(Mid 1950 - 1990s)
4. Societal Marketing Concept
(1990s- onwards)





Marketing Management Philosophies



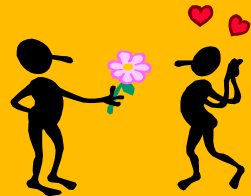
Production concept



Product concept



Selling concept



Marketing concept



Customer concept



Societal marketing concept



Evolution of Marketing Theory

Evolution of Marketing Theory	
1	Production Orientation
2	Product Orientation
3	Sales Orientation
4	Marketing Orientation
5	Societal Marketing



THE PRODUCTION CONCEPT

THE PRODUCTION CONCEPT HOLDS THAT CONSUMERS WILL PREFER PRODUCTS WHICH ARE WIDELY AVAILABLE & INEXPENSIVE.

- X ACHIEVING HIGH PRODUCTION EFFICIENCY**
- X LOW COSTS**
- X MASS DISTRIBUTION**
- X LESS DEVELOPED COUNTRIES**
- X MARKET EXPANSION**

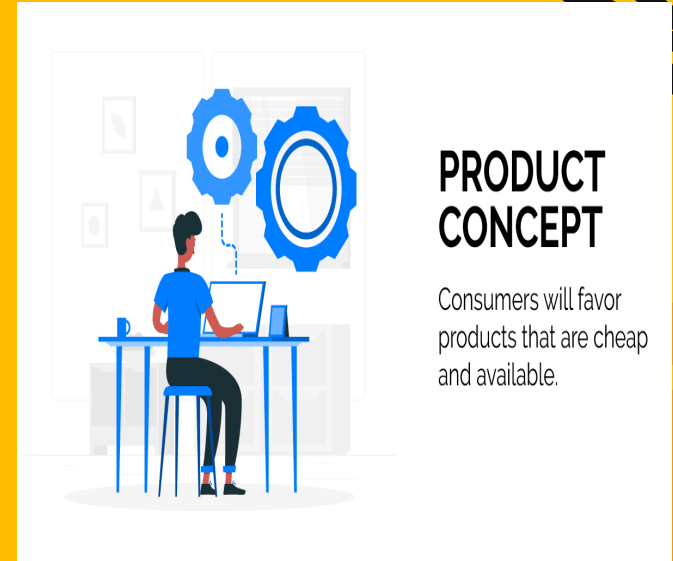




THE PRODUCT CONCEPT

THE PRODUCT CONCEPT HOLDS THAT CONSUMERS WILL FAVOR THE MOST QUALITY , PERFORMANCE OR INNOVATIVE FEATURES

- X PRODUCT EXCELLENCE & QUALITY ASSURANCE
- X THE MANAGEMENT & PRODUCT LOVE AFFAIR
- X MARKETING MYOPIA: SHORT-SIGHTEDNESS.





SELLING CONCEPT

THE SELLING CONCEPT HOLDS THAT CONSUMERS & BUSINESSES IF LEFT ALONE WILL ORDINARILY NOT BUY ENOUGH OF THE ORGANIZATIONS PRODUCTS.

- X AGGRESSIVE SELLING & PROMOTION EFFORT
- X UNSOUGHT GOODS & NON PROFIT AREAS
- X HARD SELL V/S CONSUMER WANTS
- X OVERCAPACITY





MARKETING CONCEPT

The key to achieving organizational goals consist in determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors.

x And build profit through customer satisfaction and loyalty.





Levels of Consumer Needs

Stated needs

I want an inexpensive car.

Real needs

I want a car whose operating cost is low.

Unstated needs

I expect good service from the dealer.

Delight needs

I buy the car and receive a complimentary map.

Secret needs

I want to be seen by friends as a value-oriented savvy consumer.



THE SOCIETAL MARKETING CONCEPT

It is Marketing Concept (+)
Society's well being.

- x Balancing of following three considerations while setting marketing policies :
- Customer's want satisfaction
 - Society's well being
 - Company's profits





Difference Between Selling and Marketing

SELLING

- ✓ Emphasis is on product
- X Company first makes the product and then figures out how to sell it
- X Management is Sales volume oriented
- X Planning is short-run
- X Need of sellers are stressed

MARKETING

- Emphasis is on customers' wants
- Company first determine customers' wants & then figures out how to make and deliver a product and satisfy those wants
- Management is profit oriented
- Planning is long-run
- Wants of buyers are stressed

Company

Product Orient

Market Orient

Xerox

We make copying equip.

We help improve office productivity



Knowledge Check

X In the history of marketing, when did the production period end?

- A. In the late 1800s.
- B. In the early 1900s.
- C. In the 1920s.
- D. After the end of the Second World War.



In the 1920s





Summary

Why to study the evolution of marketing

Production Concept

- Product Concept
- Selling Concept
- Marketing Concept
- Customer Concept
- Societal Marketing Concept
- Difference between Selling and Marketing





References

<https://www.businessmanagementideas.com/marketing/evolution-of-marketing/21286#:~:text=Evolution%20of%20marketing%20means%20slow,from%20a%20few%20decades%20ago.&text=Many%20businesses%20went%20through%20distinct,way%20to%20becoming%20marketing%20oriented.>



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Thanks!

