

Introductory Executive Diploma in Management

“Managing Marketing”

The objectives of the Managing Marketing Course are to:

- 1. Highlight the role of the customer in the organisation**
- 2. Understand customer needs and how to satisfy them**
- 3. Develop skills for understanding and analysing marketing issues in domestic and international markets**
- 4. Enable you to develop effective marketing strategies and put them into action.**

Agenda for the Morning

1

Welcome &
Overview

2

What is
Marketing?

3

Internal &
External
Customers

4

Market
Research



5

Defining the
Market

6

Marketing
Plan




What Is Marketing?

**“Marketing
embraces the
whole business
as seen from
the customer’s
point of view”**

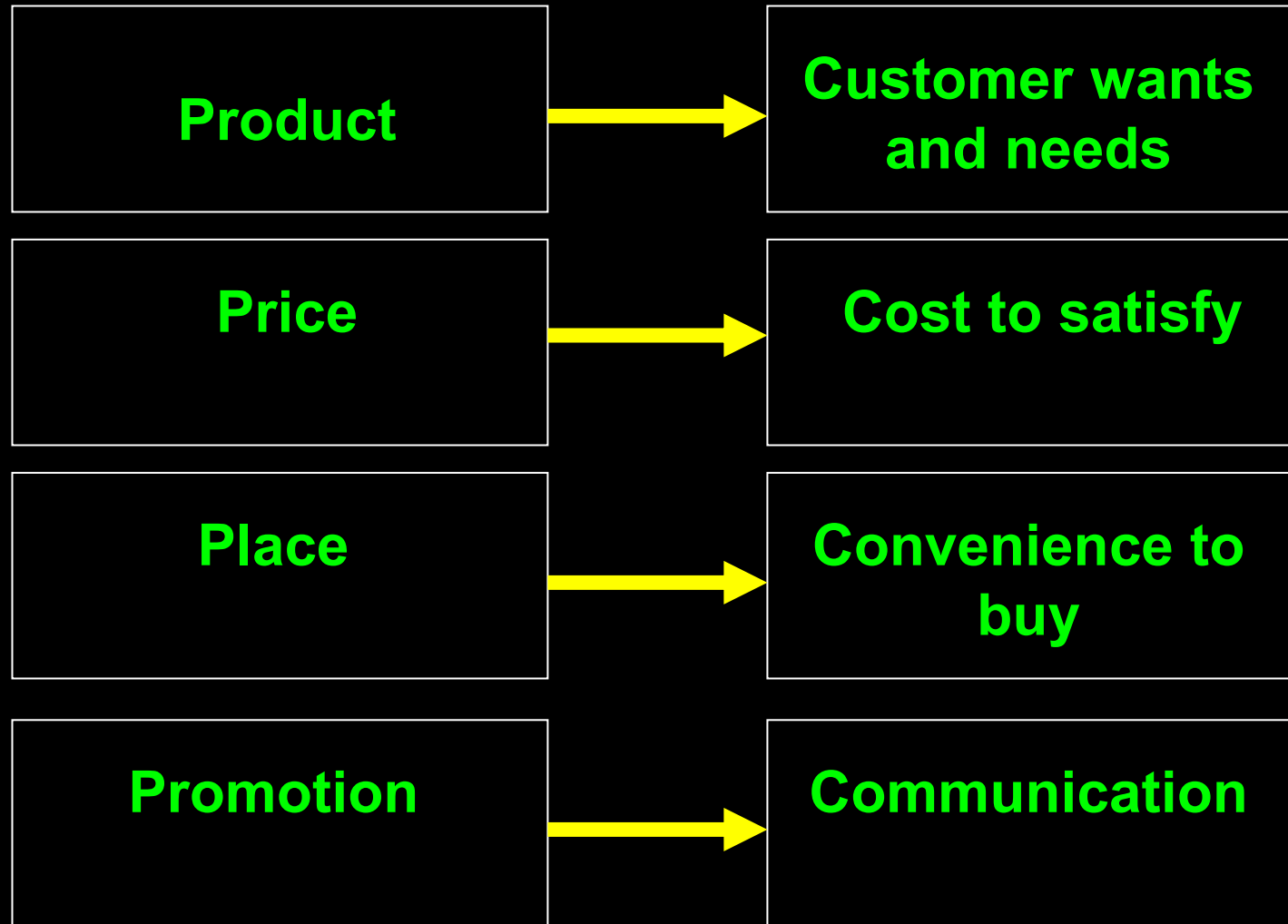


Peter Drucker 1954

History of Marketing

1920s	Early Industry	
1940s	Travelling Salesman	
1980s	Marketing Era	
2000s	Delivering Solutions	

The Marketing Mix



Low Cost or Differentiation?

Why should I buy from you?

**Cheap
Product**

or

**Unique
Product**

**Whole
Industry**

**Cost
Advantage**

**Different
Innovative**

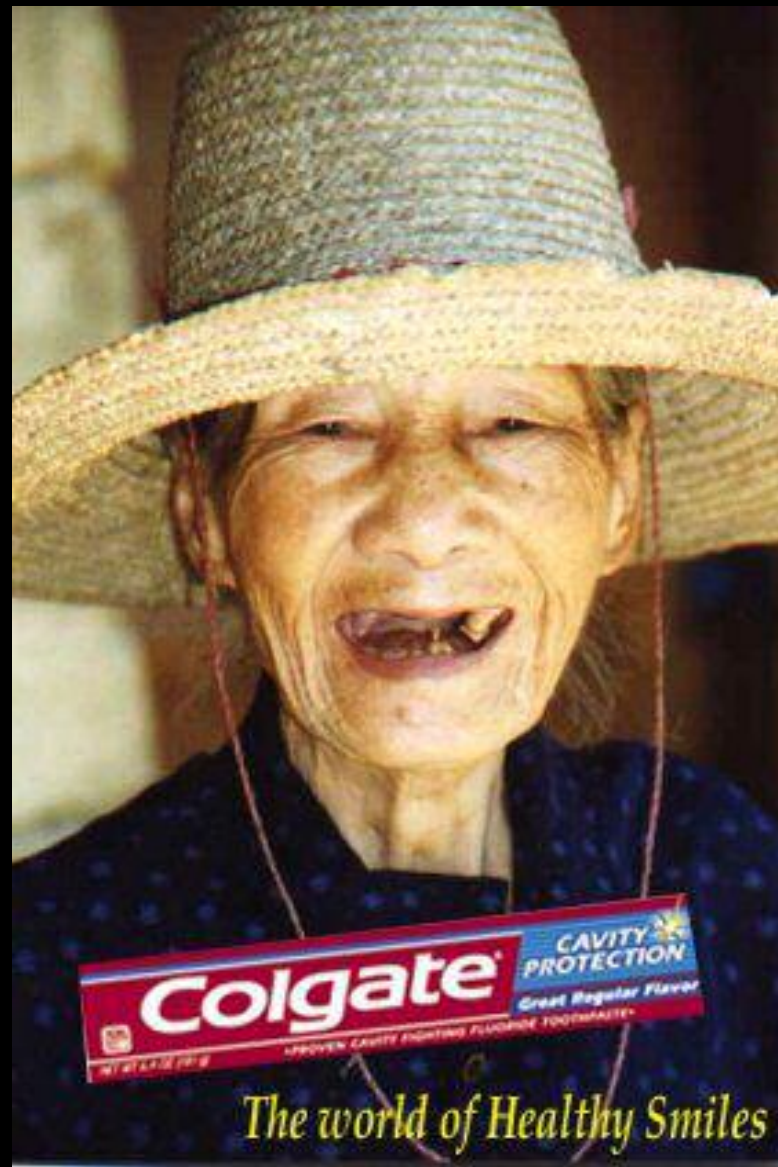
or

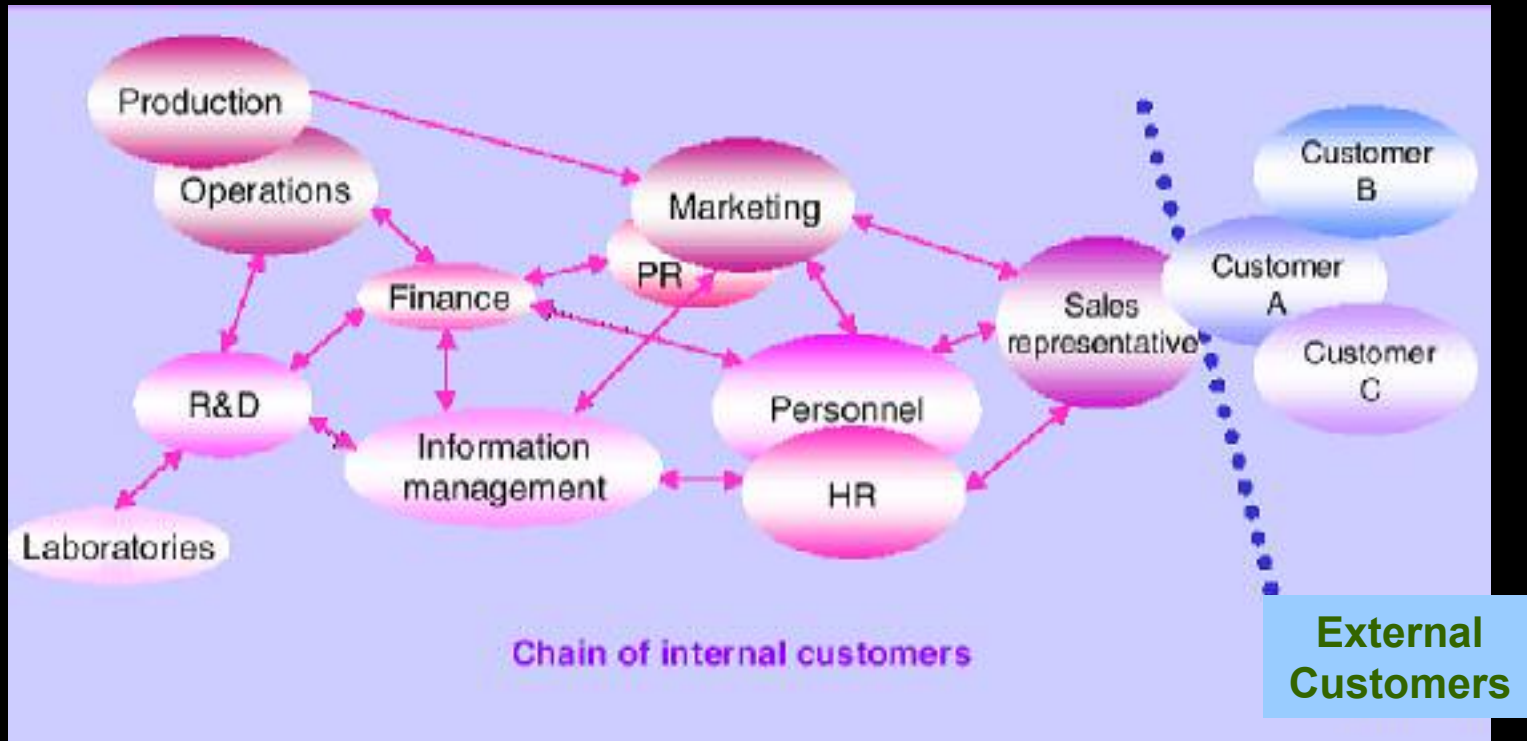
**Smaller
Group**

**Find a
Niche**

**Specialised
Product**

Believe in your product – who uses it?





Firm

Marketing/ sales people

**Enabling
promises**

**Giving
promises**

Internal Marketing;
cont product
development

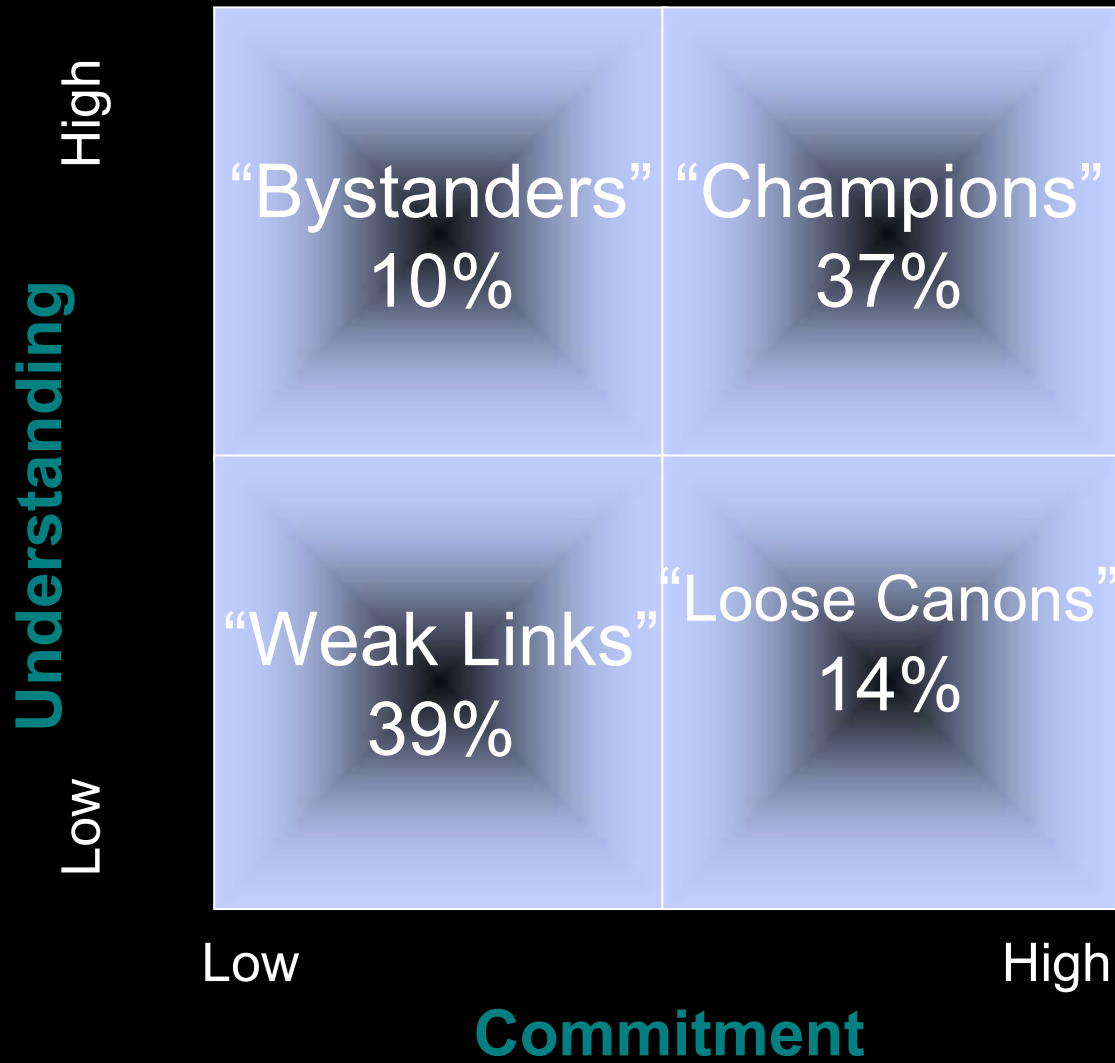
External
Marketing; sales

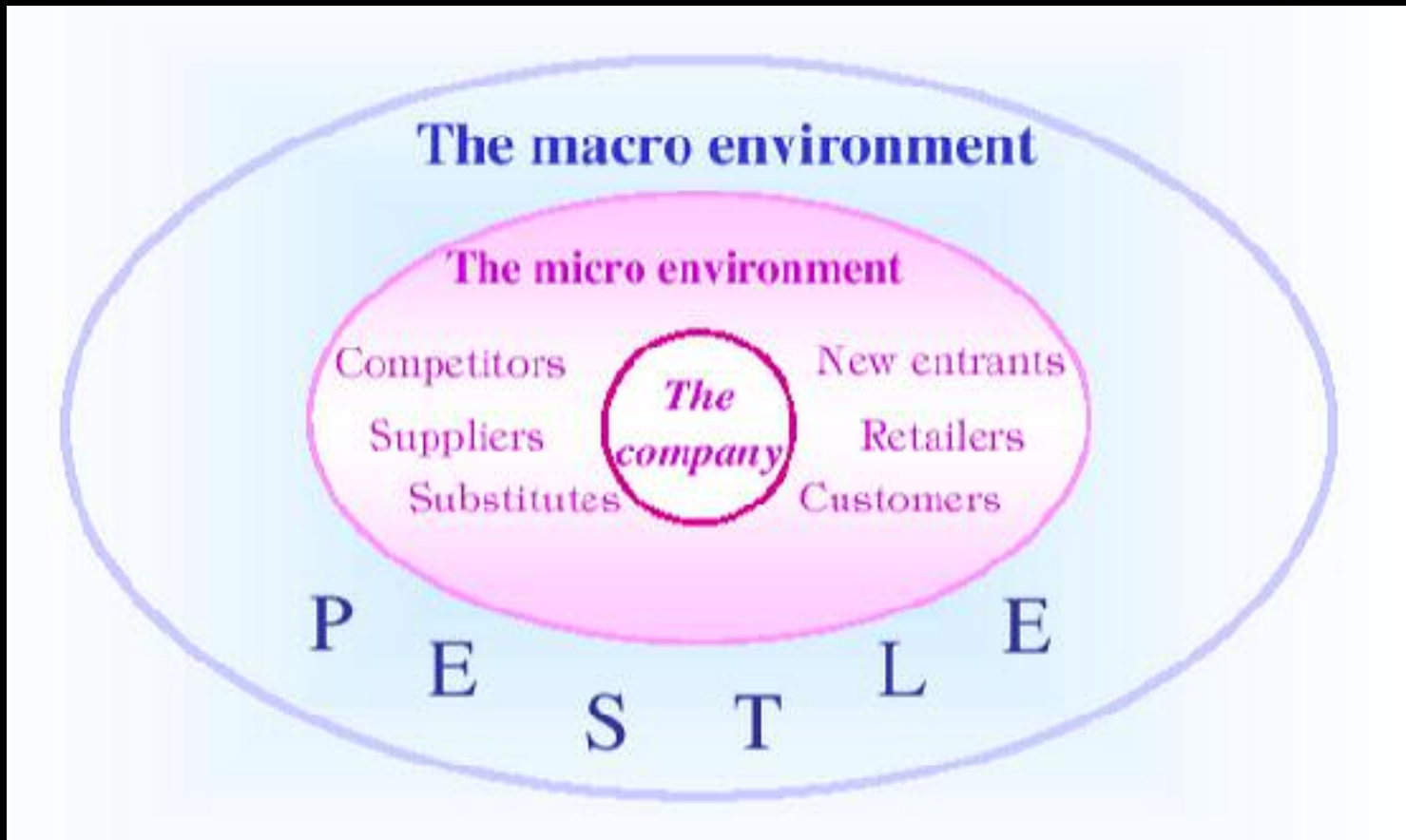
Product

Keeping Promises

Market

Product features





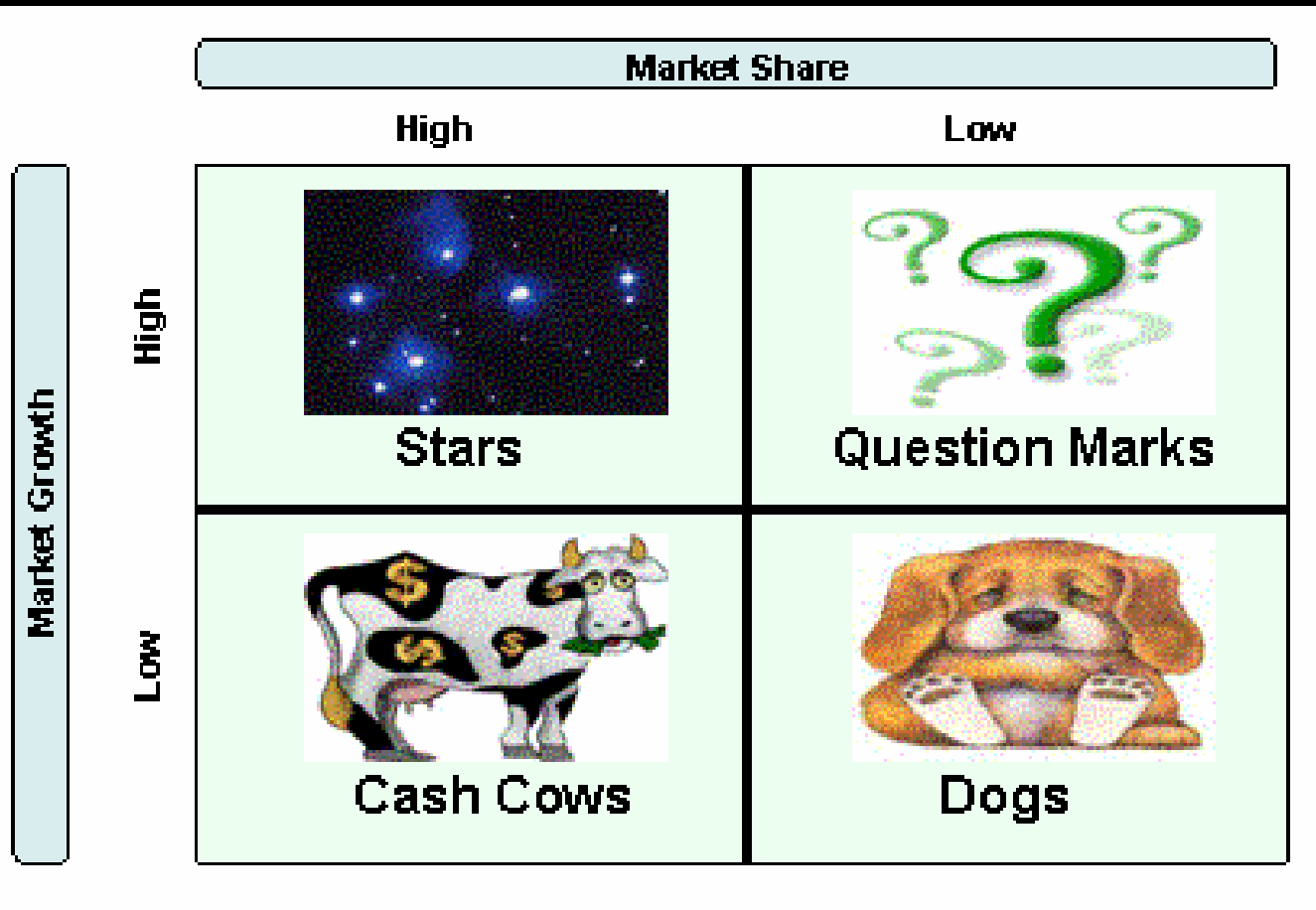
Market Research

“Information about the environment that managers use to prepare and adjust marketing plans”

Lamb et al 1998

Marketing Mix

Product	Service	Price	Distribution/place	Promotion
Breadth of line Depth of line Durability Appearance Performance Naming Packaging	Characteristics People Process Physical evidence Cost/Price Service experience Quality Customer expectation and perception	List price Discounts Allowances Buybacks and deals Stability Invoicing	Breadth and intensity of coverage Channel management Stock levels Relationships Other services Inventory control Transportation Marketing role	Advertising Public relations Publicity Sales promotion Personal selling Direct marketing Electronic marketing



Customer Value

4Ps Seller's view	4 Cs Buyer's view
Product	Customer benefit
Price	Customer cost
Place	Convenience
Promotion	Communication

Link to 4 Cs

Be Cheaper



Be Better



Be Unique



Agenda for the Afternoon



7
Product
Management

8
Brand
Management

9
Communication

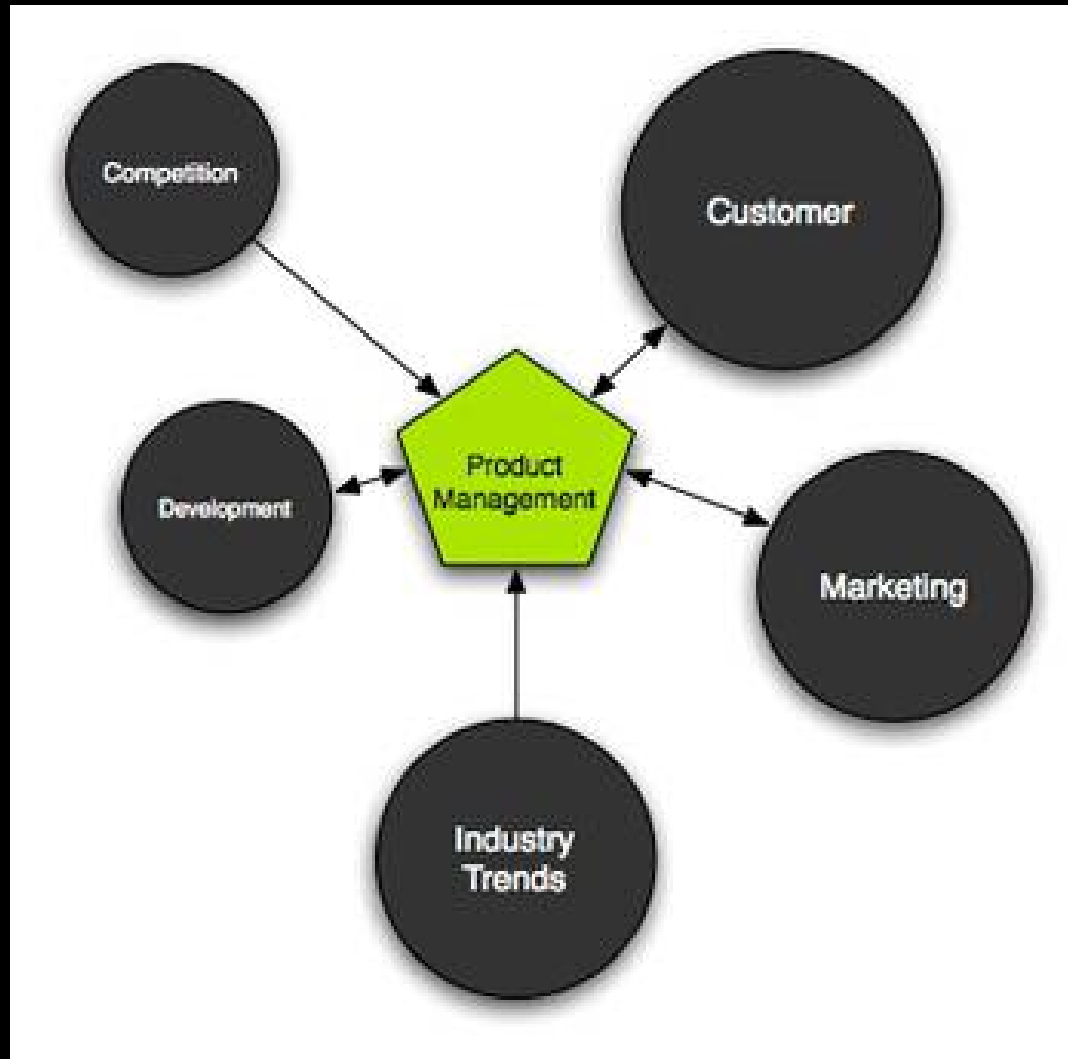


10
Distribution

11
Pricing

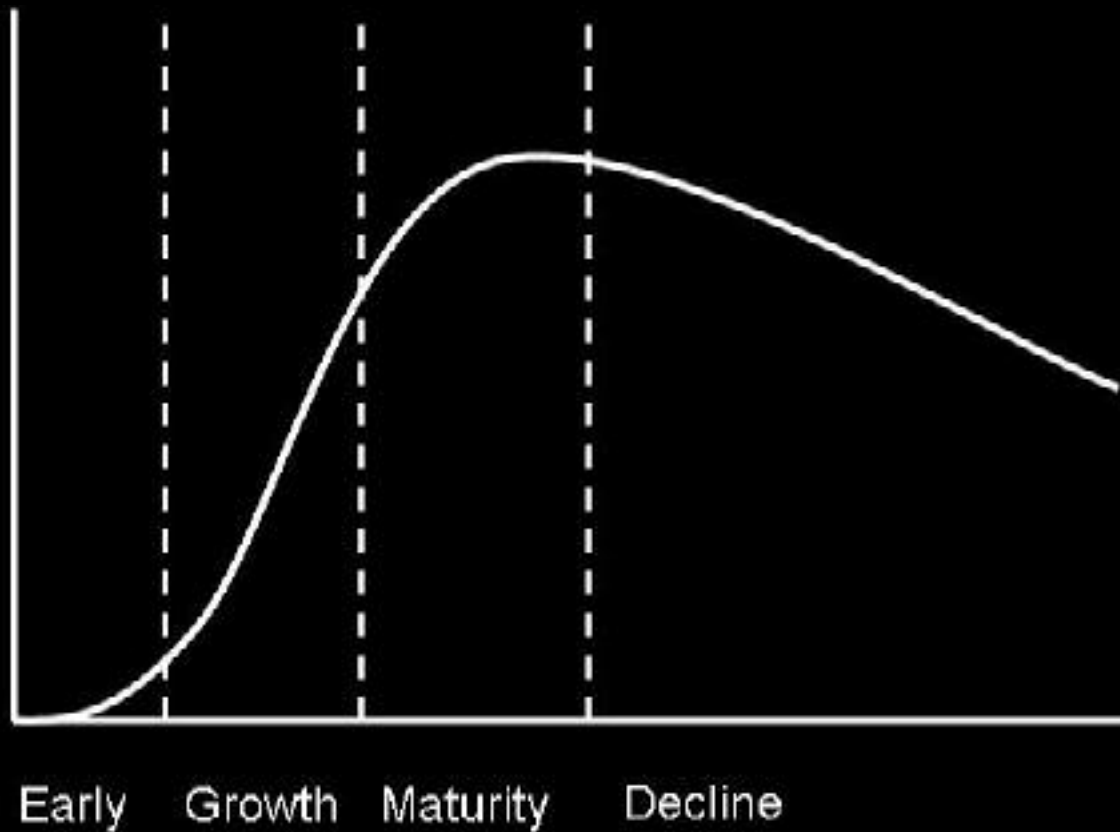
12
Customer
Service

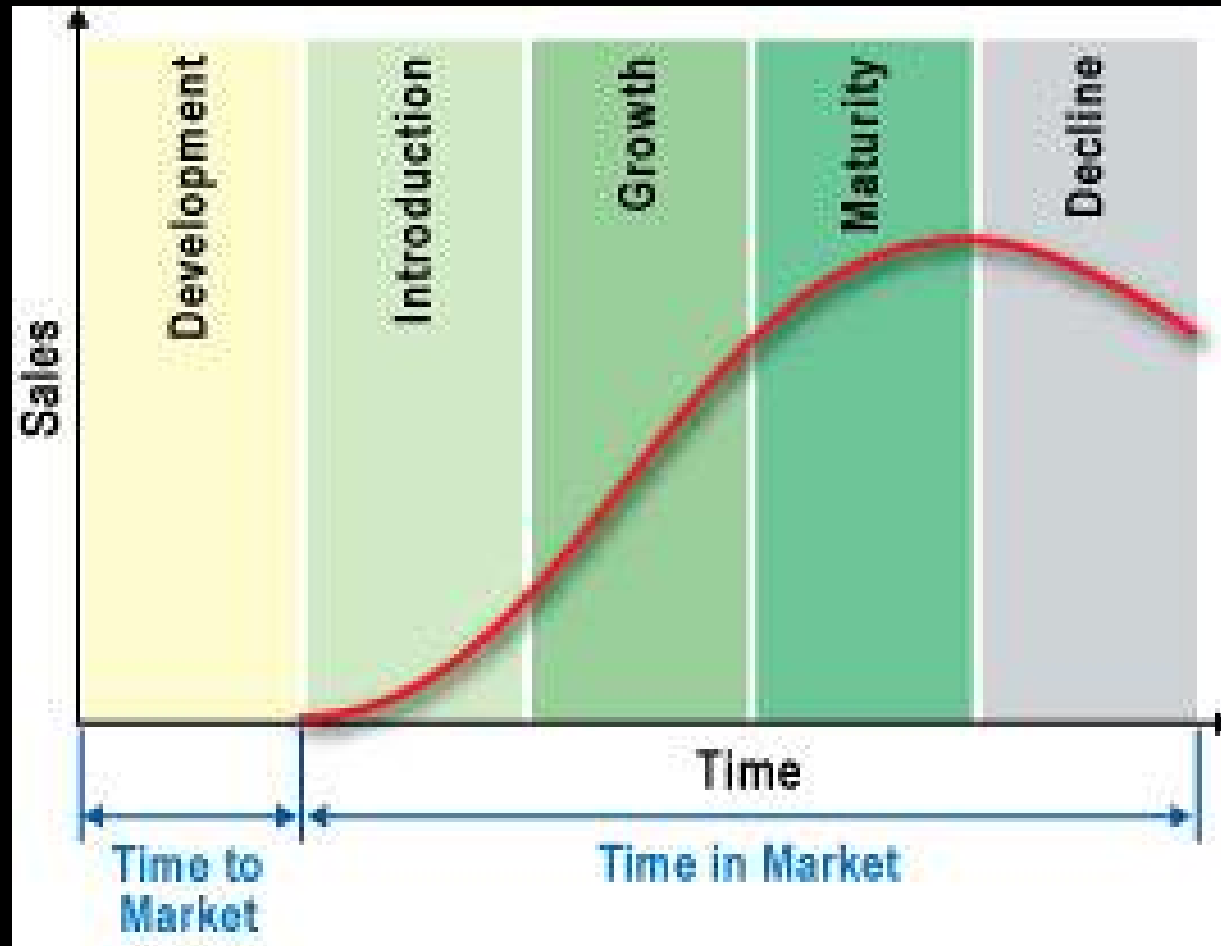
The End!



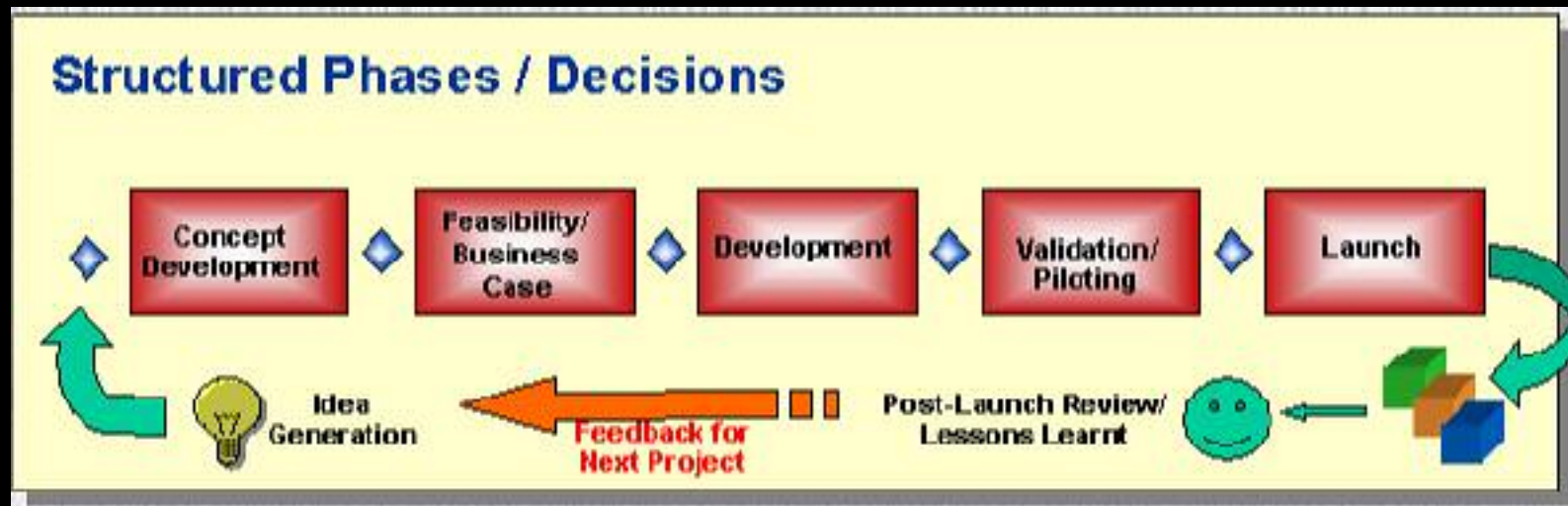
Product Lifecycle

£





New product development



Value of Branding

- Price premium
- Perceived quality
- Awareness
- Customer Loyalty
- Use to launch other products
- Reputation
- Share price

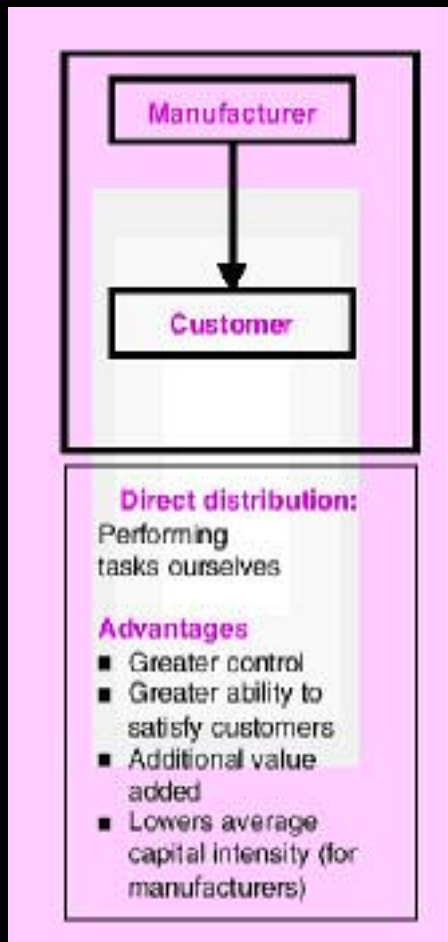
Value Added Examples

Water		Kona Nigari	
Cat Food		Sheba	
Coffee		Starbucks	
TV		B&O	

Brand Management

- The four C's of branding.
 - Clear
 - Concise
 - Consistent
 - Competitive

Direct Distribution



Indirect Distribution

