

# **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”**

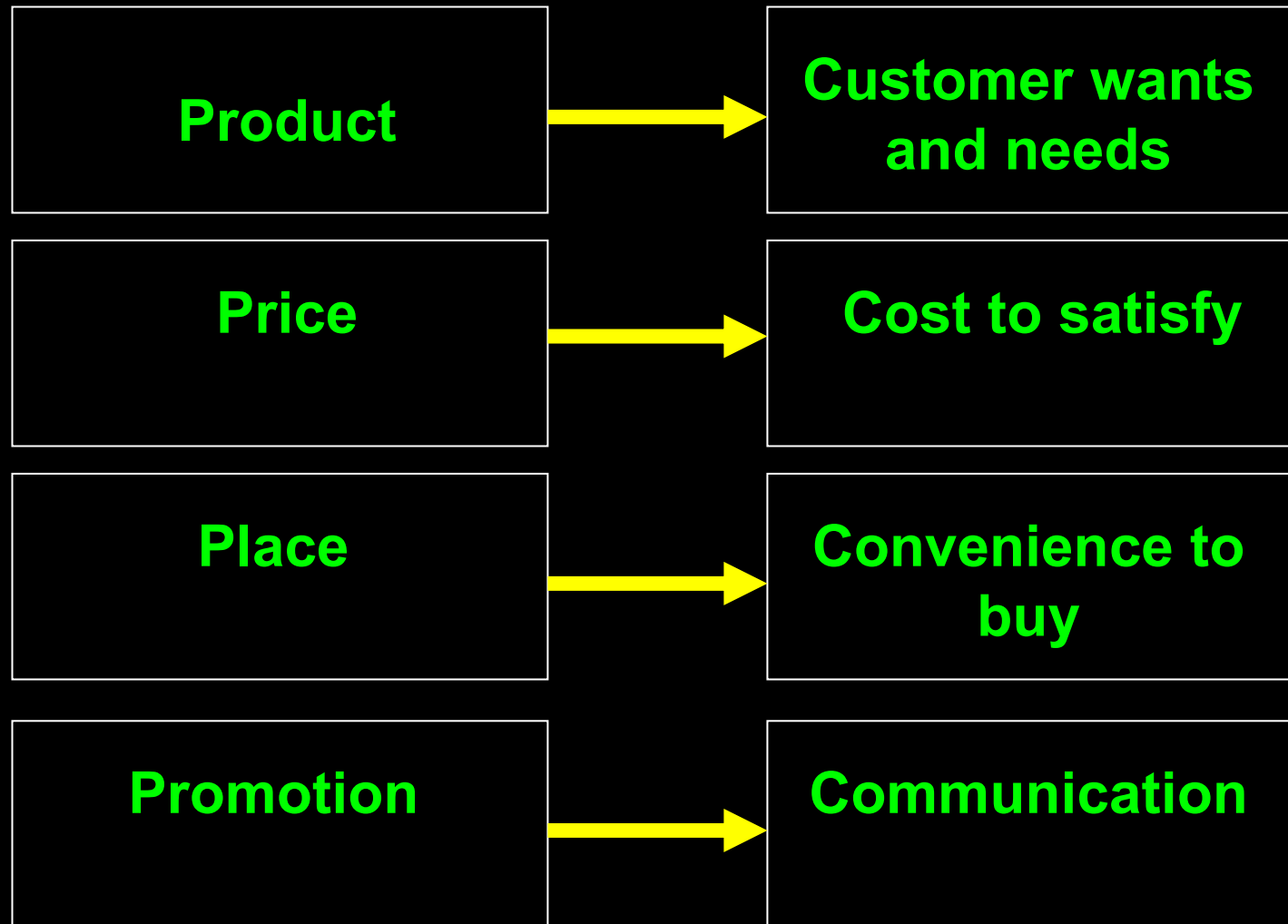


**Peter Drucker 1954**

# 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**

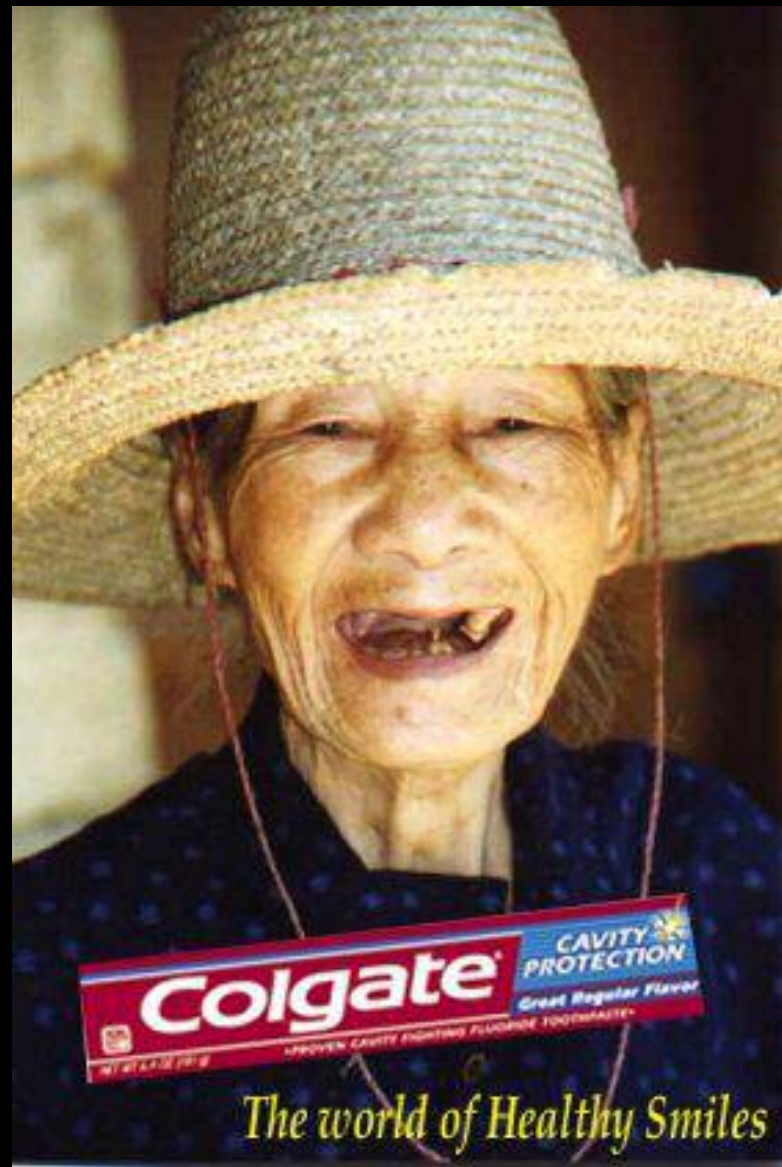
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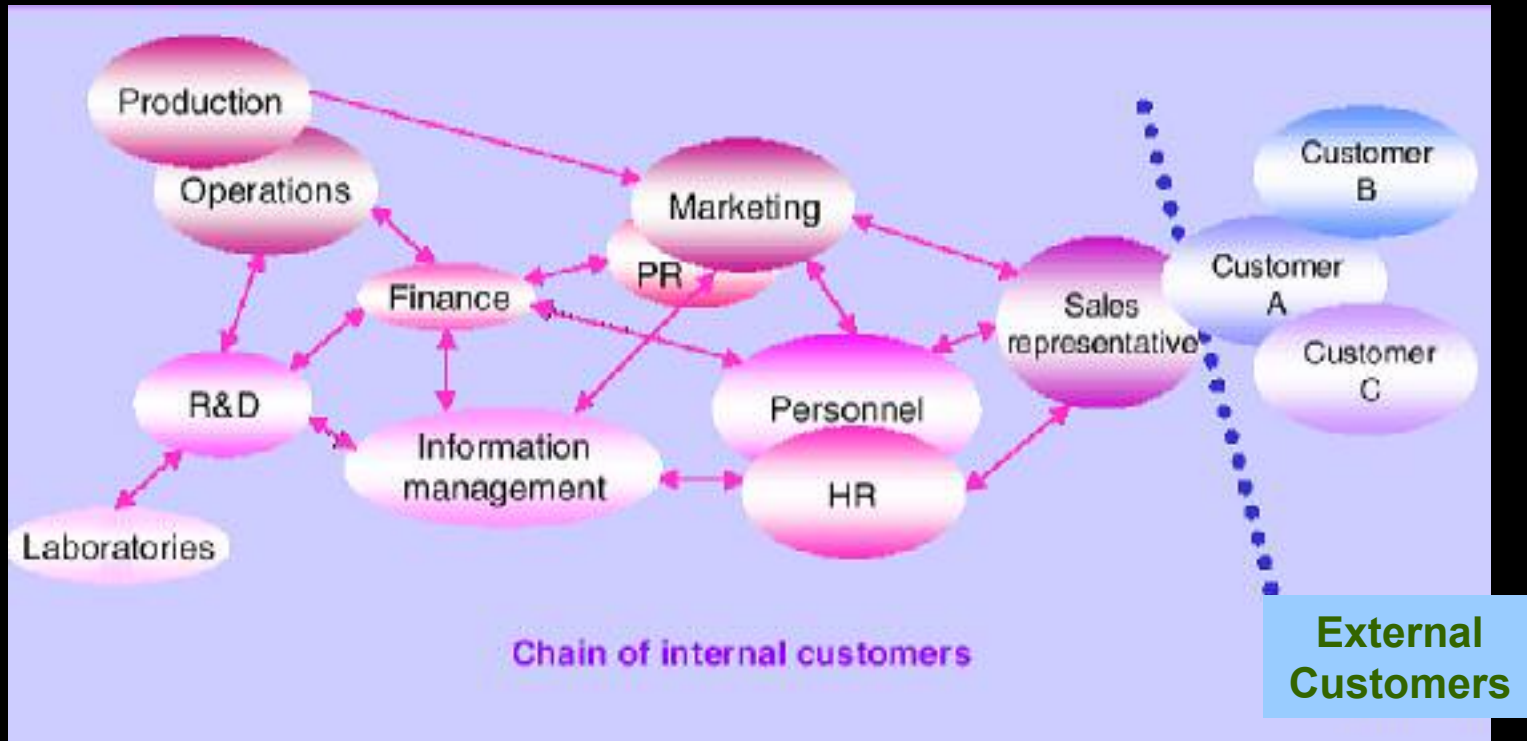
**Smaller  
Group**

**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

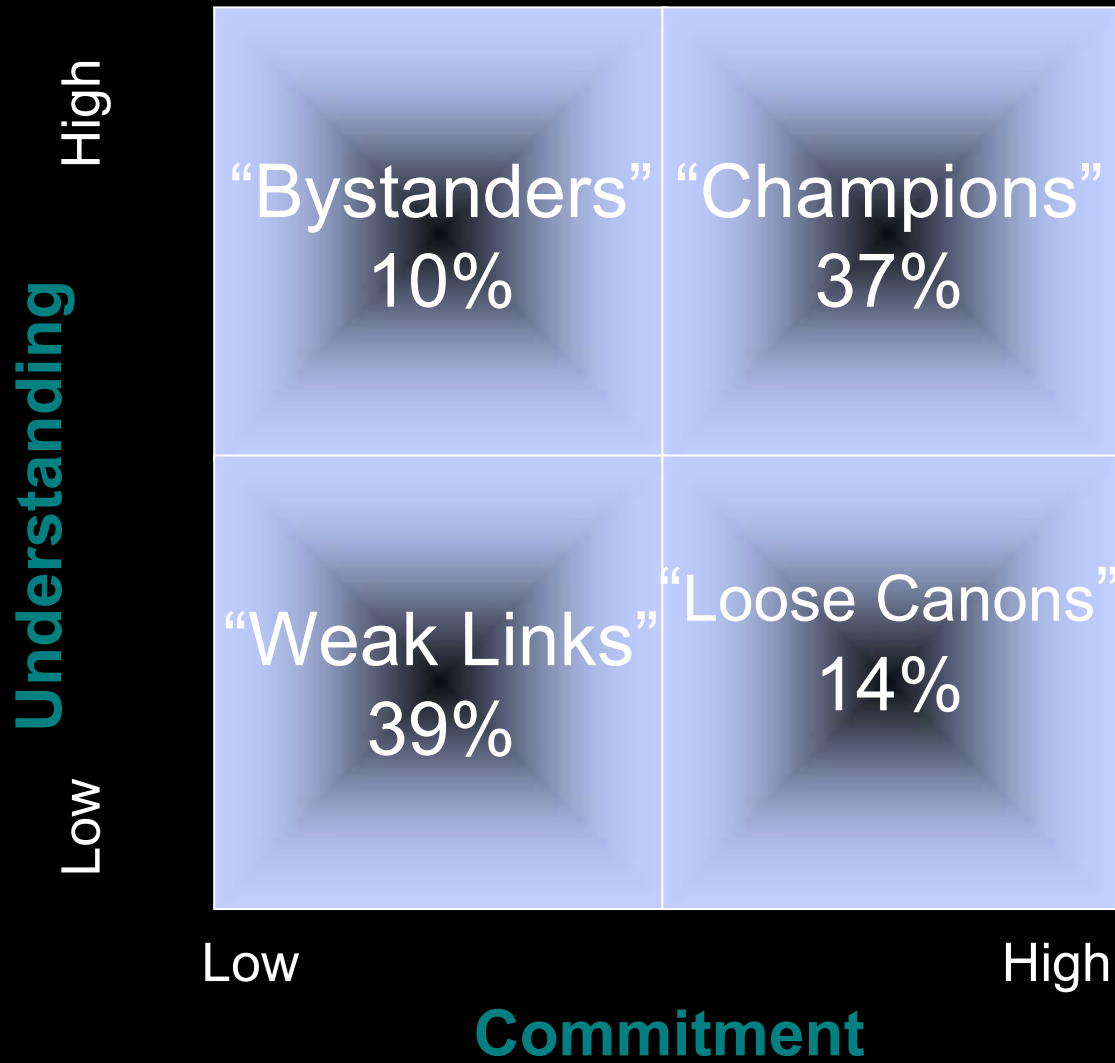
External  
Marketing; sales

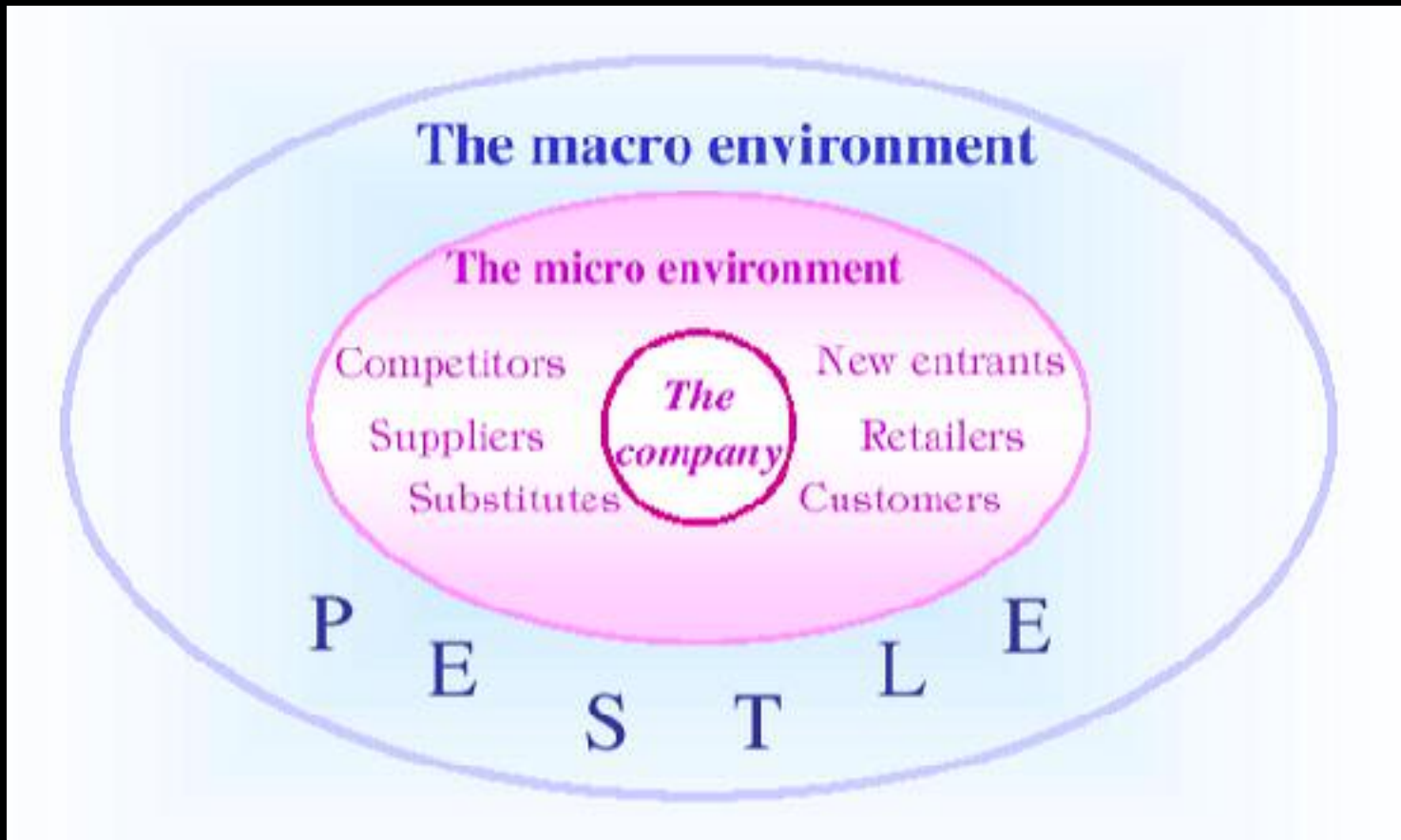
## Product

**Keeping Promises**

## Market

Product features





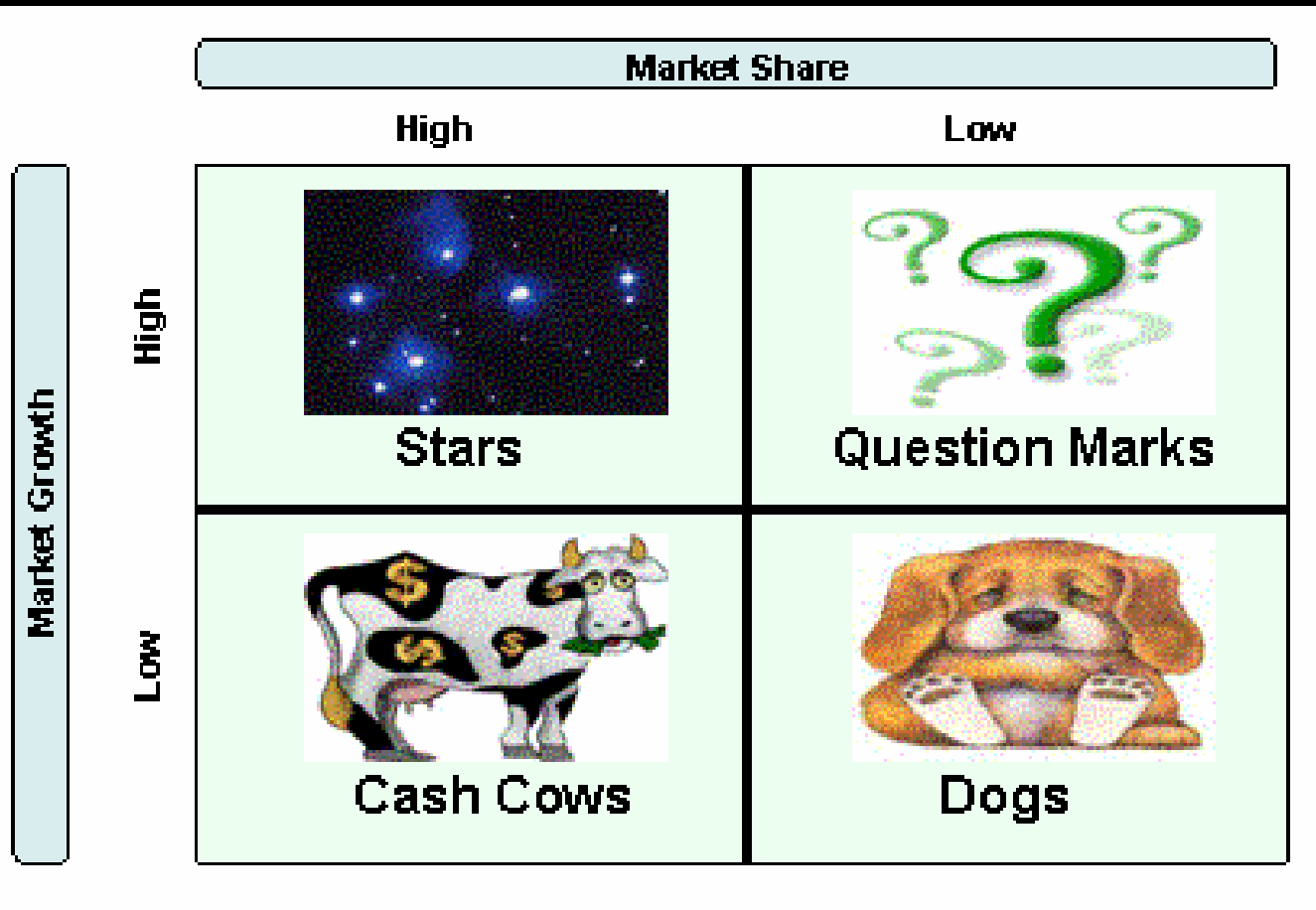
## Market Research

**“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

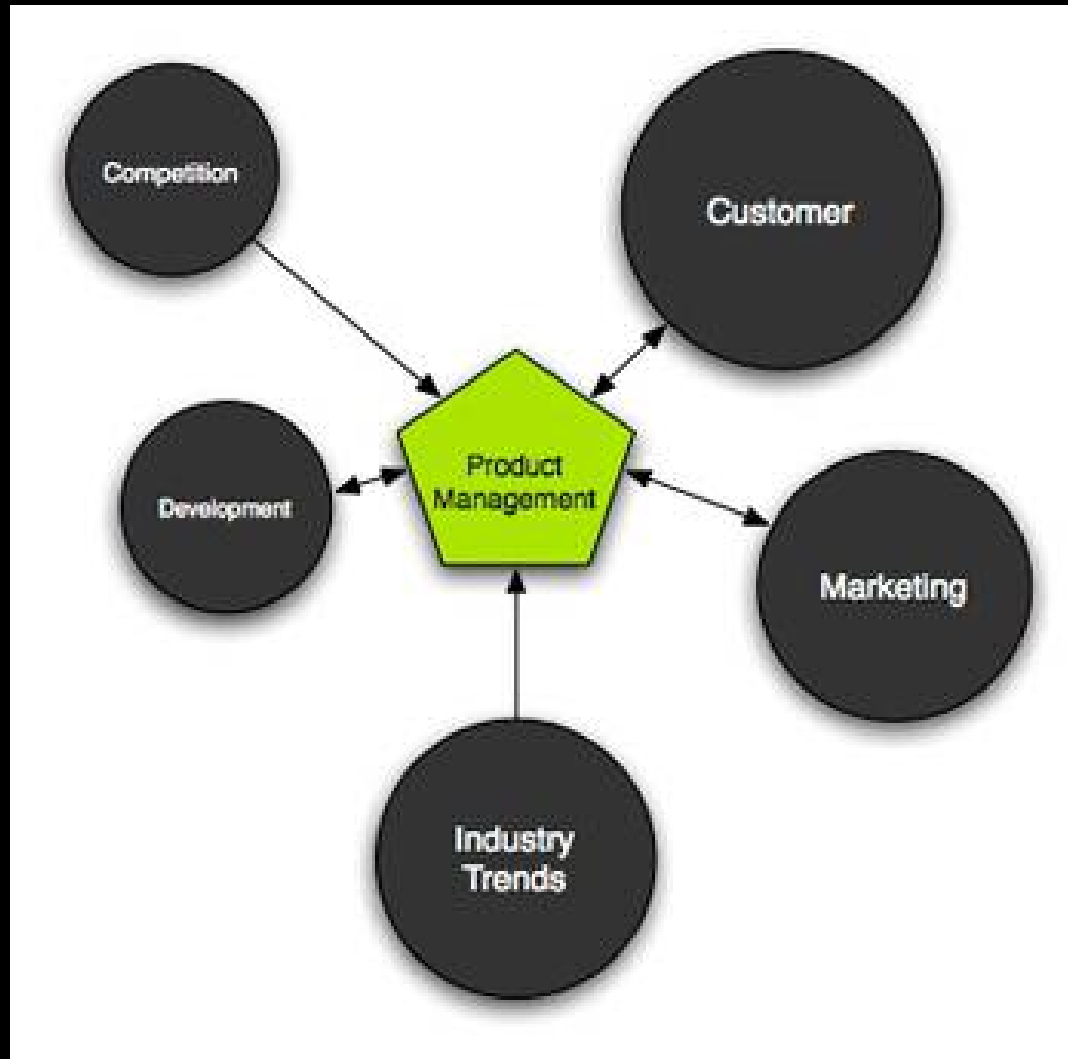


**10**  
Distribution

**11**  
Pricing

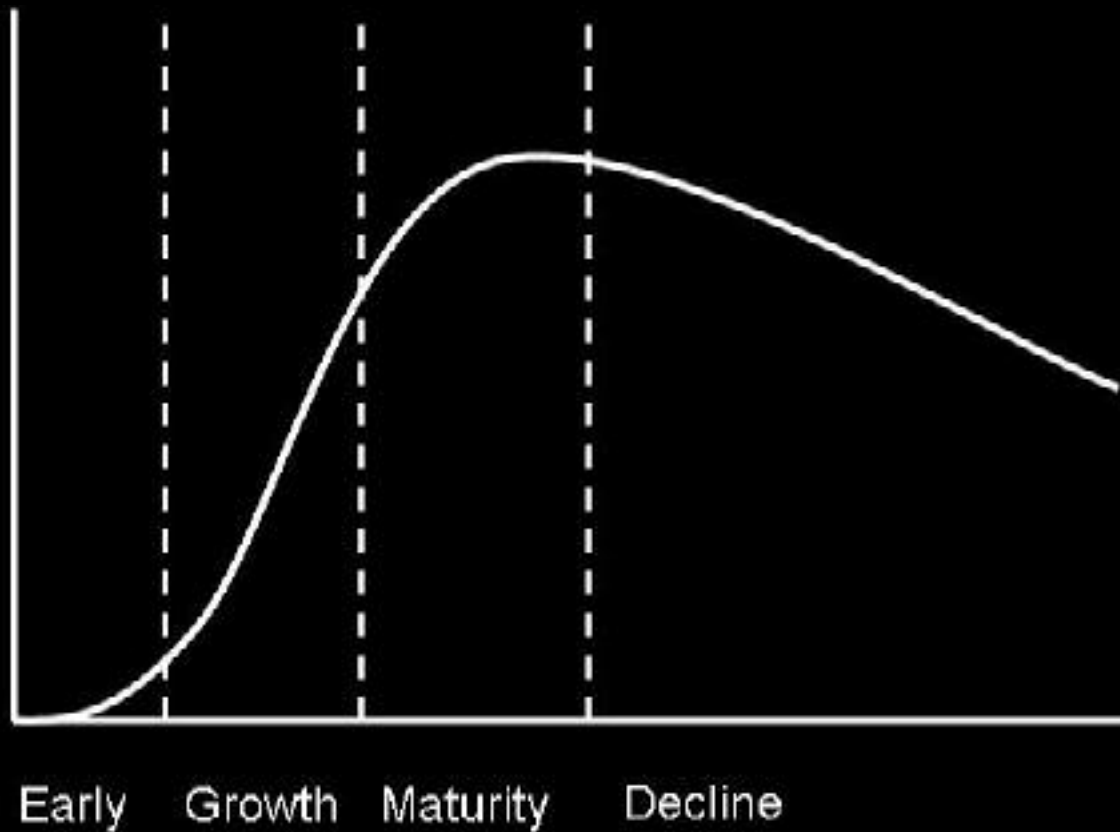
**12**  
Customer  
Service

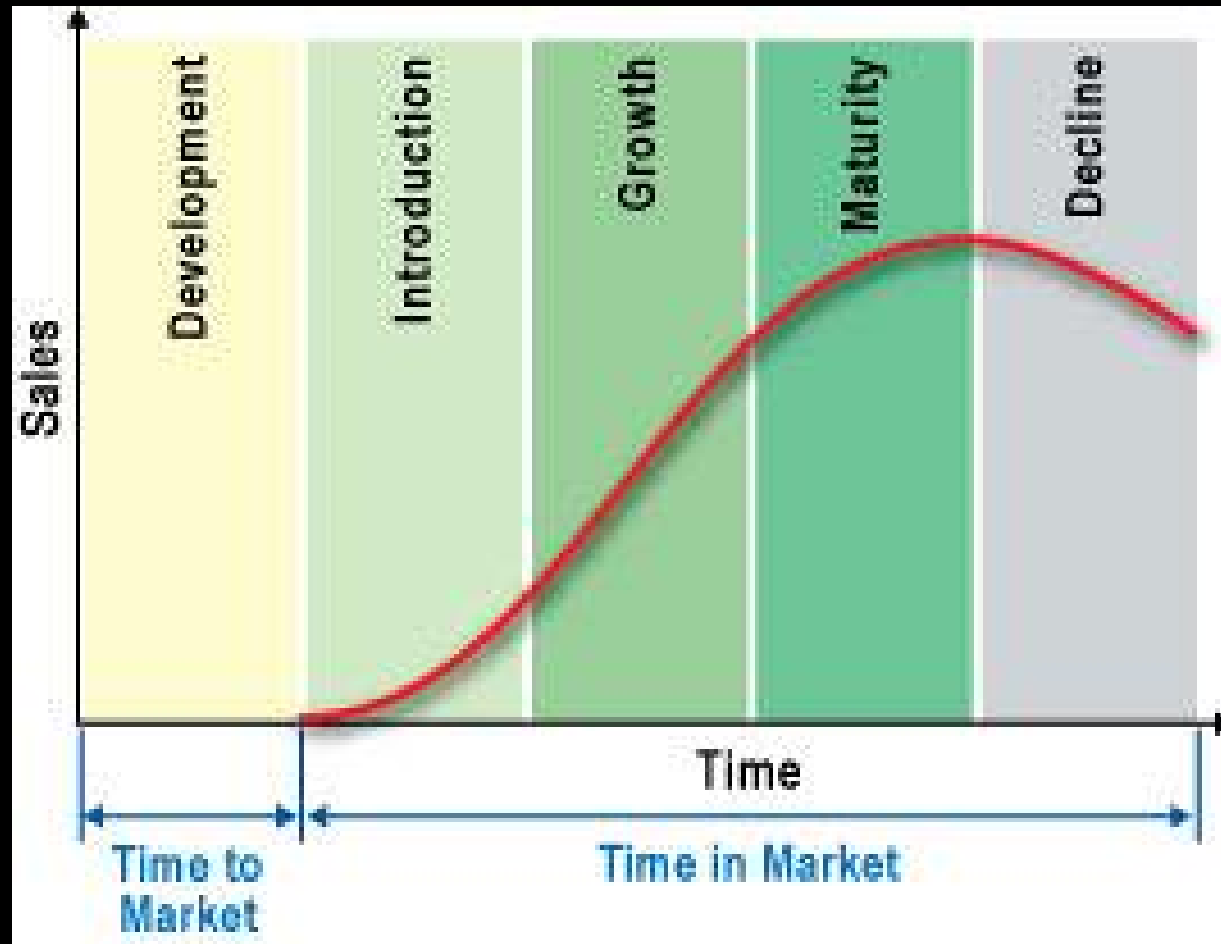
*The End!*



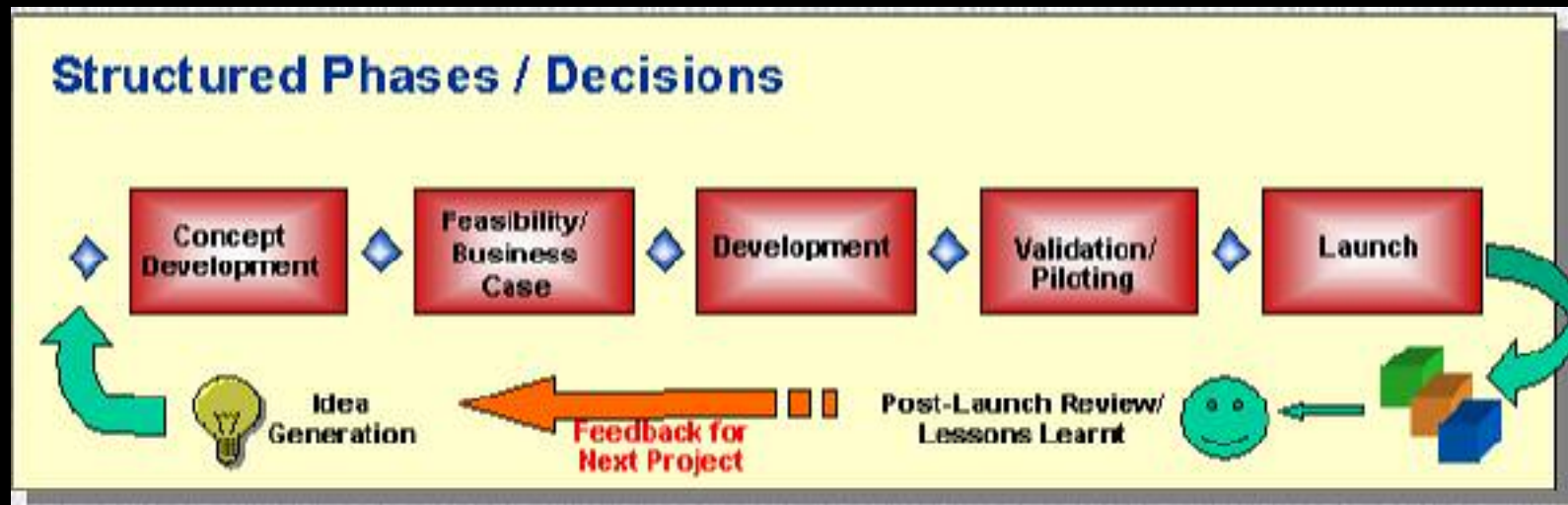
# Product Lifecycle

£





# New product development



## Value of Branding

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

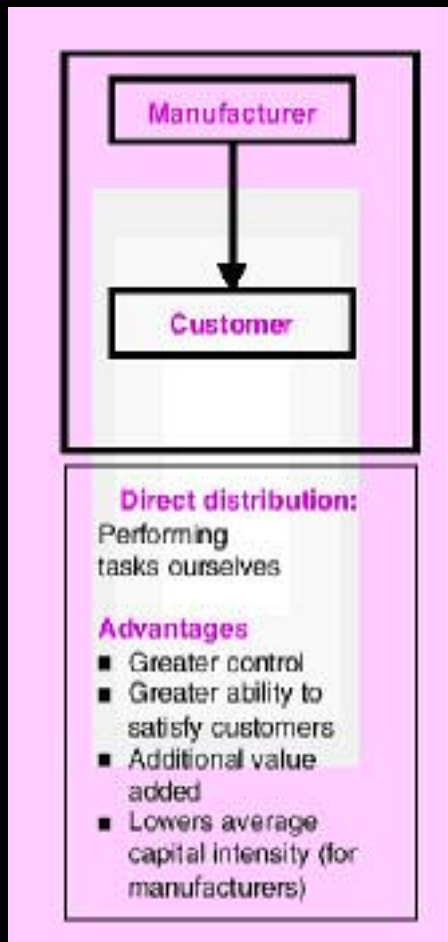
# Value Added Examples

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

