

MARKETING TODAY AND TOMORROW

- 1-1 What Is Marketing?
- 1-2 Businesses Need Marketing
- 1-3 Understanding the Marketing Concept
- 1-4 The Changing Role of Marketing

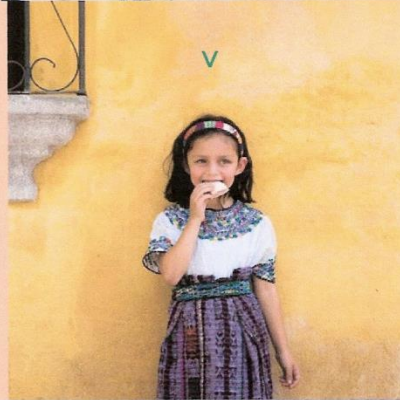


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On thousands of narrow streets in cities and villages all over Central America, you'll find tiendas ... tiny stores selling groceries and essentials. Food companies face a unique challenge delivering refrigerated foods to these out-of-the-way places. So Cargill's supply chain specialists fit a solution to the need. Sales representatives travel on maneuverable motorcycles equipped with iceboxes and handheld computers ... delivering the products tiendas need, when they need them. Proving that a delivery system doesn't have to be big to be efficient. This is how Cargill works with customers.

collaborate > create > succeed



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Cargill

Nourishing Ideas. Nourishing People.™

Visual Focus

Focus Questions:

- What marketing activities are being demonstrated by Cargill in the advertisement?
- Why do you believe a large international company like Cargill is concerned about how to get products to consumers living in Central America?

1-1

WHAT IS MARKETING?

GOALS

- Understand the importance of studying marketing.
- Explain what marketing is and describe important marketing functions.
- Define marketing.

Why Study Marketing?

- Where does marketing take place?
- All types of businesses use marketing



Businesses Directly Involved in Marketing

- Advertising agencies
- Marketing research firms
- Import/export offices
- Freight companies
- Finance and credit firms
- Telemarketers
- Travel agencies

Businesses with Major Marketing Activities

- Retailers
- Manufacturers
- Banks
- Real estate agencies
- Insurance companies
- Automobile dealers
- Farmers and ranchers

Businesses with Limited Marketing Role

- Law offices
- Medical centers
- Accounting firms
- Government agencies
- Universities
- Construction businesses
- Public utilities





What Is Marketing?

- Marketing functions
- Companies use the marketing functions

MARKETING FUNCTIONS

- Market planning
- Product/service management
- Distribution
- Pricing
- Promotion
- Selling
- Marketing-information management
- Financing
- Risk management

Defining Marketing

- Marketing is the creation and maintenance of satisfying exchange relationships.

Vocabulary

- Marketing, p. 9

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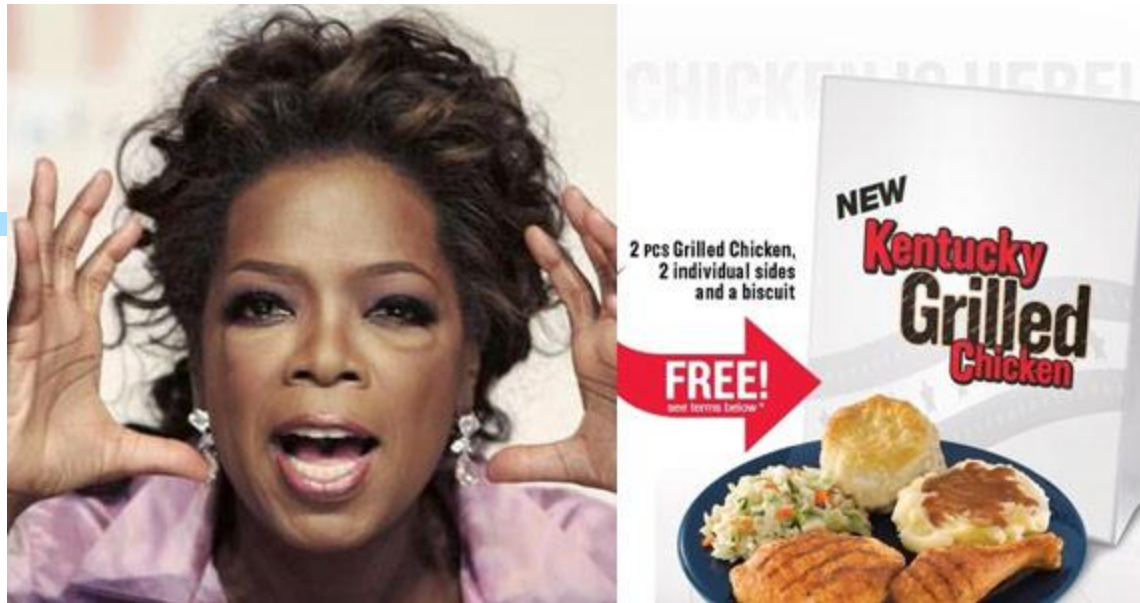
BUSINESSES NEED MARKETING

GOALS

- Explain why businesses need marketing.
- Understand how marketing developed as a part of business.
- Describe the functions of business.

The Need for Marketing

- Marketing must be carefully planned.
- Marketing must be coordinated with other business activities.



- Oprah offered viewers a free coupon for a 2-piece chicken meal.
- Millions of people downloaded 10.5 million coupons.
- KFC gave away almost \$42 million free food, still couldn't deliver what it had offered, and it even led to mini-riots.

The Development of Marketing in Business

- Bartering
- Specialization of labor
- Money systems
- Central markets
- Other marketing activities

The Functions of Business

- Production
- Operations
- Accounting and finance
- Management and administration
- Marketing
- Coordination of business functions



Vocabulary

- Self-sufficient, p. 12
- Bartering, p. 12
- Specialization of labor, p. 13
- Money system, p. 13
- Central market, p. 13
- Production, p. 14

Vocabulary

- Merchandising, p. 15
- Operations, p. 15
- Accounting and finance, p. 15
- Management, p 16

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UNDERSTANDING THE MARKETING CONCEPT

GOALS

- Define the marketing concept.
- Determine how businesses implement the marketing concept.

The Marketing Concept

- Satisfying customer needs
- The consequences of not satisfying customer needs

Elements of the Marketing Concept



Identify
needs of
customers

Develop
and
market
products
or services

Operate a
business
profitably

Implementing the Marketing Concept

- Identify the market
- Develop a **marketing mix**
 - **Product**
 - **Place**
 - Where are the products going to be available?
 - Where is the service going to be provided?
 - **Price**
 - **Promotion**

Identify the Target Market, and the 4 P's.

- Chipotle
- Taco Bell
- Mcdonalds

Vocabulary

- Marketing concept, p. 19
- Market, p. 22
- Marketing mix, p. 22
- Product, p. 23
- Distribution(place), p. 23
- Price, p. 23
- Promotion, p. 23

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THE CHANGING ROLE OF MARKETING

GOALS

- Describe how businesses approach marketing differently today than they did in the past.
- Summarize how marketing is changing in businesses and other organizations.

The Changing Approach to Marketing

- Production emphasis
- Sales emphasis
- Marketing department emphasis
- Marketing concept emphasis

Production Era

1900s–1920s

- Emphasis on producing and distributing new products

Sales Era

1930s–1940s

- Emphasis on using advertising and salespeople to convince customers to buy a company's products

Marketing Department Era

1950s–1960s

- Emphasis on developing many new marketing activities to sell products

Marketing Concept Era

1970s–Today

- Emphasis on satisfying customers' needs with a carefully developed marketing mix

Improving the Marketing Concept

- Relationship Marketing
- Employee Empowerment

The Changing View of Marketing

- Marketing in other organizations
- Marketers' roles today

Vocabulary

- Relationship marketing, p. 27
- Employee empowerment, p. 27