

Marketing

"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 organisational objectives."

1. Nature and role of markets and marketing-

(i) The role of marketing in the firm and in society.

Modern businesses are placing a stronger emphasis on customer-orientated marketing and have recognised the importance of being a customer satisfying process rather than a production process.

Marketing does increase a business's revenue; however, it also plays an integral role in society as it provides us with employment, increases the quality of life and provides us with a wider range of choices.

A marketing plan should focus on short term planning for three reasons:

1. It should outline the strategies used to bring the buyer and seller together. E.g. Identify the type of market, frequency of product sales satisfying needs.
2. Satisfy customers needs = repeat sales.
3. Marketing is a revenue generating activity of a business.

(ii) Types of markets.

Resource- The resource market consists of those individuals and groups that are engaged in all forms of primary production such as mining, agriculture and forestry. This market has a very large purchasing power in Australia with 118,000 enterprises/customers.

Industrial- The industrial market includes industries and businesses that purchase products to use in the production of other products or in their daily operations. There are more than 930,000 businesses in the industrial market in Australia. E.g. Sony.

Intermediate- An intermediate market consists of wholesalers and retailers who purchase finished products and resell them to make a profit. E.g. Subway is a retailer.

Consumer- Consumer markets consist of individuals- that is, members of the household who plan to use or consume products they buy. Thus, consumers do not intend to resell the products they buy to make other goods or services. E.g. housing and entertainment.

Mass- In mass markets the seller mass produces, mass distributes and mass-promotes one product to all buyers. E.g. Electricity and certain products are mass marketed. However, due to greater choice, higher incomes and the need for more individualised products, the mass market has been replaced by segmented or niche markets.

Niche- A niche market is created when the mass market is finely divided into smaller markets consisting of buyers who have specific needs or lifestyles. E.g. magazines, lifestyle products and personal hygiene products are targeted towards a specific market.

Marketing Note Guide

Robert J. Posch



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Acreege-marketing Guides, 1969 **Marketing Note Guide** William G. Zikmund, 1995-12 **The Complete Guide to Marketing and the Law** Robert J. Posch, 1988 *CIM Coursebook 08/09 Marketing Information and Research* Matthew Housden, 2012-05-31

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Alun Epps, CIM Centre Coordinator, Dubai University College, United Arab Emirates.

Butterworth Heinemann's official CIM Coursebooks are the definitive companions to the CIM professional marketing qualifications. The only study materials to be endorsed by The Chartered Institute of Marketing, CIM, all content is carefully structured to match the syllabus and is written in collaboration with the CIM faculty. Now in full colour and a new student friendly format, key information is easy to locate on each page. Each chapter is packed full of case studies, study tips and activities to test your learning and understanding as you go along. The coursebooks are the only study guide reviewed and approved by CIM, The Chartered Institute of Marketing. Each book is crammed with a range of learning objectives, cases, questions, activities, definitions, study tips and summaries to support and test your understanding of the theory. Past examination papers and examiners' reports are available online to enable you to practise what has been learned and help prepare for the exam and pass first time.

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