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*Shaping Lives...
Empowering Communities...*

PRINCIPLES OF MARKETING

SESSION-2

UNIT-I



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CORE CONCEPTS OF MARKETING

- Needs, Wants and Demands
- Products
- Value and Satisfaction
- Exchange, Transactions and Relationships
- Markets



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NATURE & SCOPE OF MARKETING

➤ What is Marketed?

- Goods
- Services
- Events
- Experiences
- Persons





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NATURE & SCOPE OF MARKETING (Contd)

➤ What is Marketed?

- Places
- Properties
- Organizations
- Information
- Ideas





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RELEVANCE AND APPLICABILITY

While there is lot of focus on the substance of marketing, particularly the marketing mix, an equally important aspect of marketing is the marketing process – how marketers do their job. The process is equal in importance to the substance because the process determines the nature and quality of the decisions made.



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RELEVANCE AND APPLICABILITY (Contd)

The marketing process can be divided in several different ways. One popular conceptualization of marketing tasks is:

- Strategy formulation
- Marketing planning
- Marketing programming, allocating and budgeting
- Marketing implementation
- Monitoring and auditing
- Analysis and research



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Thank you for your attention. Any questions?