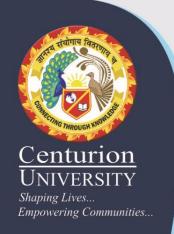


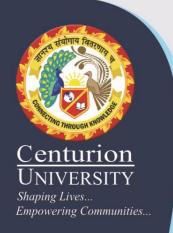
PRINCIPLES OF MARKETING

SESSION-2 UNIT-I



CORE CONCEPTS OF MARKETING

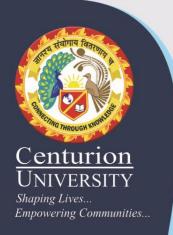
- Needs, Wants and Demands
- > Products
- ➤ Value and Satisfaction
- > Exchange, Transactions and Relationships
- > Markets



NATURE & SCOPE OF MARKETING

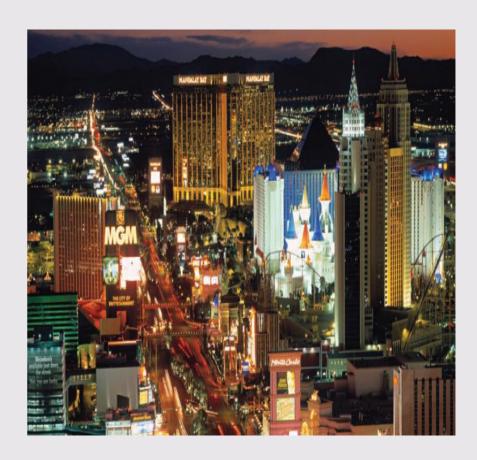
- ➤ What is Marketed?
- > Goods
- > Services
- > Events
- > Experiences
- > Persons

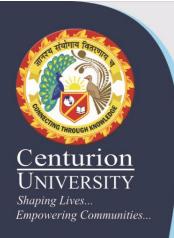




NATURE & SCOPE OF MARKETING (Contd)

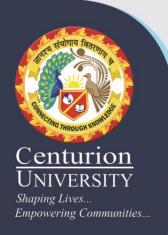
- ➤ What is Marketed?
 - >Places
- > Properties
- **≻**Organizations
- > Information
- > Ideas





RELEVANCE AND APPLICABILITY

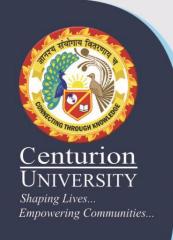
While there is lot of focus on the substance of marketing, particularly the marketing mix, an equally important aspect of marketing is the marketing process – how marketers do their job. The process is equal in importance to the substance because the process determines the nature and quality of the decisions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



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



Thank you for your attention. Any questions?