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PRINCIPLES OF MARKETING

SESSION-5

UNIT-II



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MARKETING ENVIRONMENT

Definition:-

- The Marketing Environment includes the internal factors (employees, customers, shareholders, retailers & distributors, etc.) and the External factors (political, legal, social, technological, economic) that surround the business and influence its marketing operations.



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MARKETING ENVIRONMENT (Contd)

- Some of these factors are controllable while some are uncontrollable and require business operations to change accordingly. Firms must be well aware of its marketing environment in which it is operating to overcome the negative impact the environment factors are imposing on firm's marketing activities.



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MARKETING ENVIRONMENT (Contd)

The marketing environment can be broadly classified into three parts:





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MARKETING ENVIRONMENT (Contd)

- **Internal Environment** – The Internal Marketing Environment includes all the factors that are within the organization and affects the overall business operations. These factors include labor, inventory, company policy, logistics, budget, capital assets, etc. which are a part of the organization and affects the marketing decision and its relationship with the customers. These factors can be controlled by the firm.



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MICRO ENVIRONMENT

- **Microenvironment-** The Micro Marketing Environment includes all those factors that are closely associated with the operations of the business and influences its functioning. The microenvironment factors include customers, employees, suppliers, retailers & distributors, shareholders, Competitors, Government and General Public. These factors are controllable to some extent.



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MICRO ENVIRONMENT





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Thank you for your attention.
Any questions?