

MARKETING

Mtro. Carlos A. Guzmán Rojas

Reference:

Principle of Marketing

Phillip Kotler & Gary Armstrong

¿WHAT IS MARKETING?



PRINCIPLES OF MARKETING

- Marketing is human activity directed at satisfying needs and wants through exchange processes.
- Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return.

Philip Kotler 1976

Philip Kotler 2008

PRINCIPLES OF MARKETING

POND'S

THE BEST TOWELETTE JUST GOT BETTER

Now, refresh and soothe your skin with a towelette that cleans better than any other leading brand.



MORNING REFRESH

Infused with Citrus and Cucumber to energize and refresh. Microbeads exfoliate for a fresh glow.



EVENING SOOTHE

Infused with Chamomile and White Tea to relax and soothe. Gently lifts away all make-up and impurities.

FOR A \$1.50 OFF COUPON GO TO POND.COM

- Marketing is the **process** by which companies **create value** for customers and **build** strong customer **relationships** in order to **capture value** from customers in return.

STAINS HAVE MET THEIR MATCH.



NEW

NEW ARM & HAMMER® OXI CLEAN POWER GEL DETERGENT

NEW ARM & HAMMER® POWER GEL

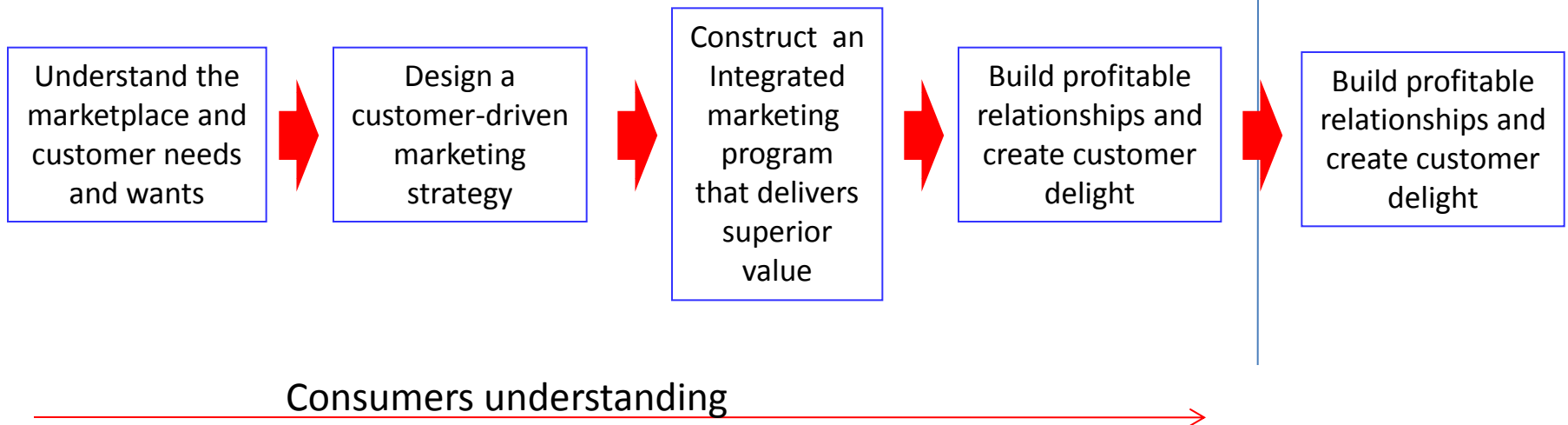
NewPowerGels.com

PRINCIPLES OF MARKETING

Marketing process

**Create value for customers and
build customer relationships**

**Capture value
from customers
in
return**



Understanding the Marketplace And Customer Needs



PRINCIPLES OF MARKETING

Customer Needs and wants

THE PERFECT
NAPKIN, WHETHER
YOU'RE SERVING
FISH STICKS
OR LOBSTER TAILS.

— Wonderfully soft. Amazingly strong. Surprisingly affordable. —
Every meal deserves Vanity Fair.

PREMIUM NAPKINS
Vanity Fair
everyday
Soft for your meals & party

GP Georgia-Pacific
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vanityfairnapkins.com

UNDERSTANDING THE MARKETPLACE AND CUSTOMER NEEDS

1. Needs, wants, and demands

**2. Marketing offerings
(products, services, and experiences)**

3. Value and satisfactions

4. Exchanges and relationships

5. Markets

UNDERSTANDING THE MARKETPLACE AND CUSTOMER NEEDS

1. Needs, wants, and demands

Humans needs

Physical needs:

Social needs:

Individual needs:

Food

Clothing

Warmth

Safety

Affection

Knowledge

Self-expression

UNDERSTANDING THE MARKETPLACE AND CUSTOMER NEEDS

Needs

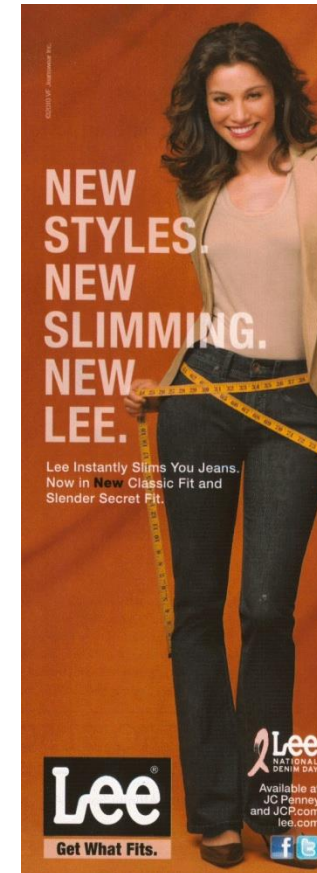
States of felt deprivation

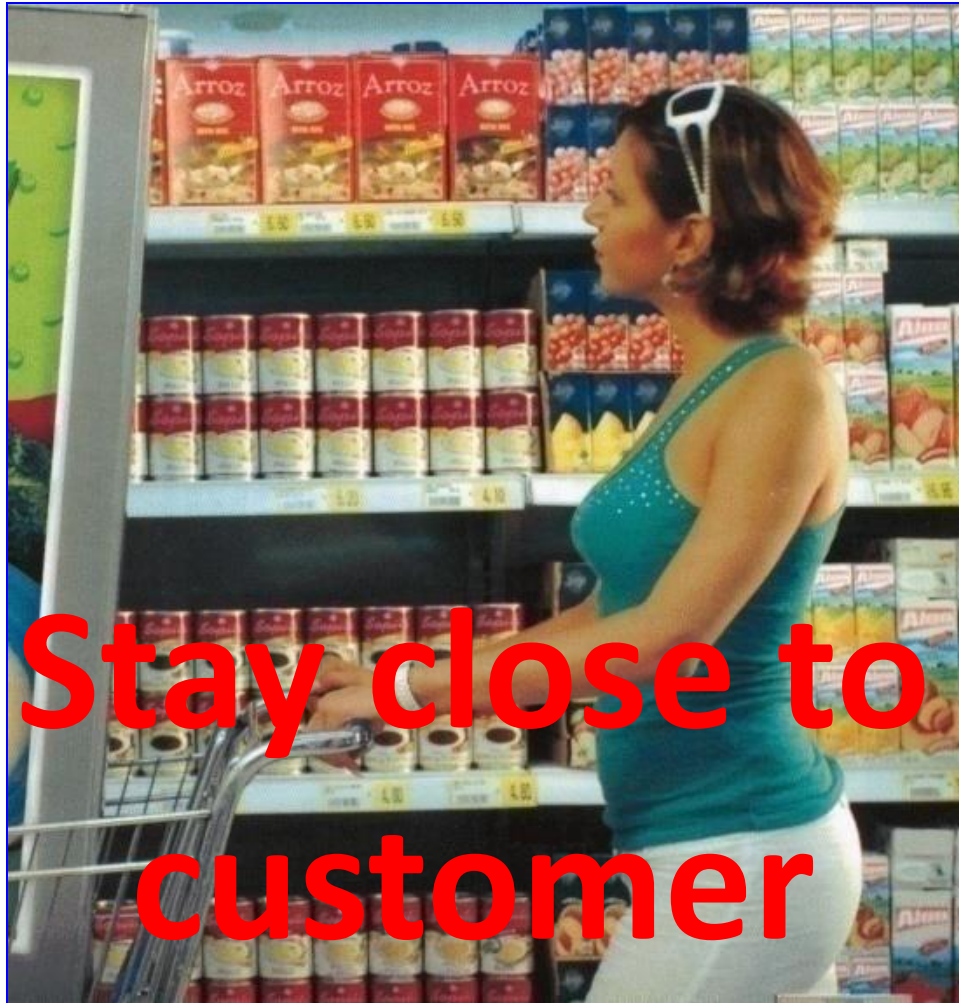
Wants

The form human needs take as shaped by culture and individual personality

Demands

Human wants that are backed by buying power





**Stay close to
customer**

MARKET OFFERINGS

(PRODUCTS, SERVICES, AND EXPERIENCES)

2. Market offering

Some combination of products, services, information, or experiences offered to a market to satisfy a need or want.



MARKET OFFERINGS (PRODUCTS, SERVICES, AND EXPERIENCES)

- **Marketing myopia**
- The mistake of paying more attention to the specific products a company offers than to the **benefits** and **experiences** produced by these products.



CUSTOMER VALUE AND SATISFACTION

3. Value and satisfactions.

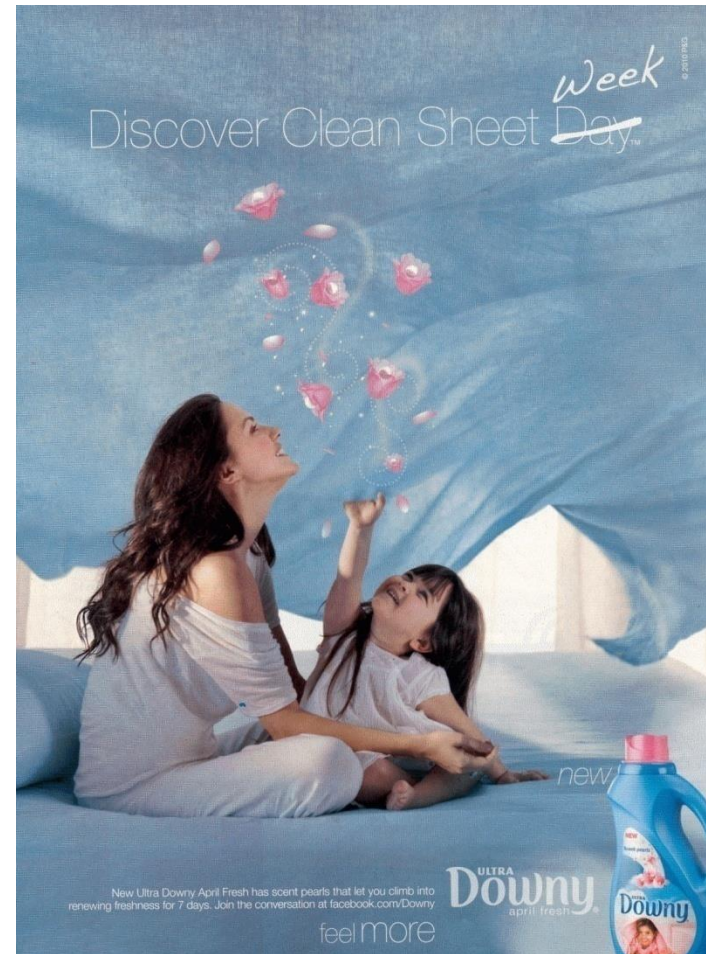
Consumers usually face a broad array of products and services that might satisfy a given need.



EXCHANGES AND RELATIONSHIPS

4. Exchange is the act of obtaining a desired object from someone by offering something in return.

- **Product**
- **Service**
- **Idea**



EXCHANGES AND RELATIONSHIPS

- The goal is to **build strong relationships** by consistently delivering superior customer value.



BUILD A STRONGER, HEALTHIER, FIRST LINE OF DEFENSE.

Eucerin
NEW
DAILY SKIN BALANCE
SKIN-FORTIFYING BODY LOTION

Strengthen skin's protective barrier
Support natural pH balance
Enhance skin health
Lightly Fragranced

PUT THE HEALTH OF YOUR SKIN FIRST
with the body lotion that strengthens your skin barrier.

The daily effects of air quality, climate changes, dryness and humidity can affect your skin's health over time. That's why New Eucerin DAILY SKIN BALANCE skin-fortifying body lotion is much more than a moisturizer. Its scientifically developed, unique combination of ingredients with pH buffer, provitamin B5 and shea butter strengthens and supports your skin's protective barrier by helping to maintain its natural pH balance.

www.eucerin.com/SKIN-FIRST

Eucerin
Skin Science That Shows.

MARKETS

5. A market is the set of actual and potential buyers of a product.

These buyers share a particular need or want that can be satisfied through exchange relationships.



DESIGNING A CUSTOMER-DRIVEN MARKETING STRATEGY

- Once it fully understands **consumers and the marketplace**, marketing management can design a customer-driven marketing strategy.



DESIGNING A CUSTOMER-DRIVEN MARKETING STRATEGY

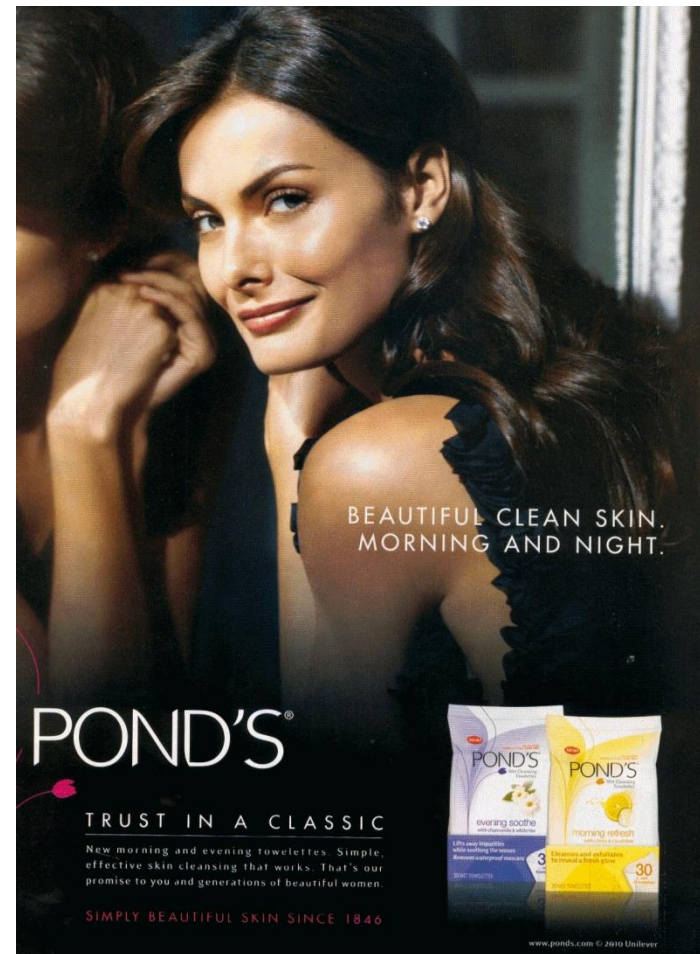
- Kotler define **marketing management** as the art and science of choosing **target markets** and building profitable relationships with them.



GENERAL MARKETING STRATEGY*

1. What consumers will we serve?
2. What will be our positioning?
3. What is our position in the market place?
4. What will be our marketing mix?

* Own experience



SELECTING CUSTOMERS TO SERVE

- The company must first decide who it will serve. It does this by dividing the market into segments of customers **(market segmentation)** and selecting which segments it will go after **(target marketing)**.



SELECTING CUSTOMERS TO SERVE

- Fewer customers?
 - Many customers?
 - Reduced demand?
 - Wide demand?
-
- Select only customers that it can serve well and profitably.



CHOOSING A VALUE PROPOSITION

- The company must also deduce **how will serve targeted customers – how it will differentiate** and position itself in the marketplace.
- A **company's value proposition** is the set of **benefits or values** it promises to deliver to consumers to **satisfy theirs needs**.

CHOOSING A VALUE PROPOSITION

- **Saab promises driving performance and excitement.**
- **Subaru provides safety: “Air bags save lives”.**
- **Gatorade is “made for bodies in motion”.**
- **Red Bull energy drink, helps you fight mental and physical fatigue.**



CHOOSING A VALUE PROPOSITION

- The customer's question "Why should I buy your brand rather than a competitor's?"
- Companies must design strong value propositions that give them the greatest advantage in their target markets.

"One Ultra Dawn is as strong as two of the other guy? That's not half bad..."

- The Sponge

The advertisement features a blue bottle of Dawn Ultra Concentrated Dish Liquid on the left, followed by an equals sign, and two yellow bottles of a competitor's Dish Liquid on the right. The background is a textured orange sponge.

Ultra Dawn® is ultra strong. One 14-oz. bottle of Ultra Dawn has the grease cleaning power of two bottles of the leading 16-oz. non-concentrated brand.

Dawn does more, so it's not a chore.™

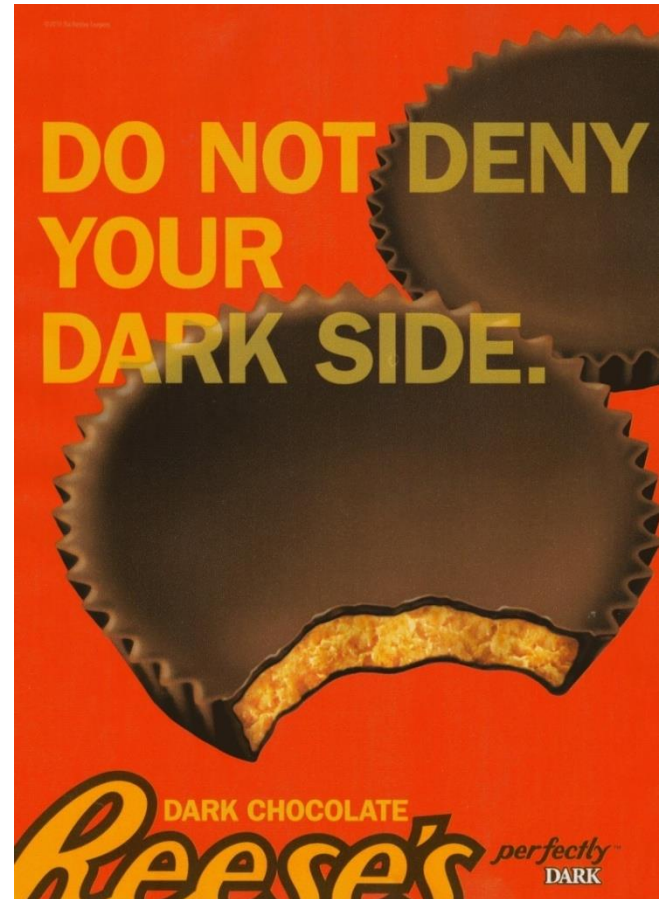
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MARKETING MANAGEMENT ORIENTATIONS

- Marketing management wants to design **strategies** that will profitable relationships with target consumers.
- There are five alternative concepts under which organizations design and carry out their marketing strategies:
 1. Production
 2. Product
 3. Selling
 4. Marketing
 5. Societal marketing

MARKETING MANAGEMENT ORIENTATIONS

- The Production Concept
- The Product Concept
- Selling Concept
- The Marketing Concept
- The Societal Marketing Concept



THE SELLING VS MARKETING CONCEPT

THE SELLING CONCEPT



THE MARKETING CONCEPT



Lectura



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