

## BUSINESS MARKETING

### Module 1 – Lesson 1

#### Introduction to Marketing

##### Meaning of Marketing

Marketing refers to the process of ascertaining consumers' needs and supplying various goods and services to the final consumers or users to satisfy those needs. Basically, marketing is the performance of business activities that direct the flow of goods and services from producers to consumers or users.

The American Marketing Association defines marketing as an organizational function and set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

##### PITCH DECK V 1.0 ACCORDING TO THE TRADITIONAL CONCEPT

Marketing means selling goods and services that have been produced. Thus, all those activities which are concerned with persuasion and sale of goods and services, are called marketing.

This concept of marketing emphasizes on promotion and sale of goods and services and little attention is paid to consumer satisfaction.

##### Traditional Concept of Marketing

**Focus on Product** The main focus of this concept is on product, we have a product and it has to be sold. So, we have to persuade the consumers to buy our product.

**Means Selling** All efforts of the marketing people are concentrated on selling the product. They adopt all means like personal selling and sales promotion to boost the sales.

**Ends Profits** through maximization of sales.

The ultimate goal of all marketing activity is to earn profit through maximization of sales.

##### MODERN CONCEPT OF MARKETING

The modern concept of marketing considers the consumers' wants and needs as the guiding spirit and focuses on the delivery of such goods and services that can satisfy those needs most effectively.

Thus, marketing starts with identifying consumer needs, then plan the production of goods and services

# Economics An Introduction For Students Of Business And Marketing Marketing Series Student

**University of Arkansas, Fayetteville.  
General Extension Service**



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**Economics** Frank Livesey,1990-01-01     *Business and Management for the IB Diploma* Peter Stimpson,Alex Smith,2011-02-24 Designed for class use and independent study this coursebook is tailored to the thematic requirements and assessment objectives of the IB syllabus It features the following topics business organisation and environment human resources accounts and finance marketing operations management and business strategy     Announcement University of Michigan--Dearborn,1979     **Catalogue of the University of Michigan** University of Michigan,1967 Announcements for the following year included in some vols     **Resources in Education** ,1999-04     **Undergraduate Announcement** University of Michigan--Dearborn,1983     **Economics: European Edition** Paul Krugman,Robin Wells,Kathryn Graddy,2007-04-06 Economics European Edition is the ideal text for introductory economics bringing together an international scope of real world examples and economic theory The text is supported by a number of features to enhance student understanding as well as supplements to consolidate the learning process     *Resources in Vocational Education* ,1980     University of Michigan Official Publication ,1965     **Announcement of the Correspondence Study** **Department** University of Arkansas, Fayetteville. General Extension Service,1915     General Extension Division Record ,1928     Bulletin of Michigan State College of Agriculture and Applied Science Michigan Agricultural College,Michigan State College,1969     **The Certified Public Accountant** ,1927     **General Catalog -- University of California, Santa Cruz** University of California, Santa Cruz,2008     **Summer Session General Announcement** Iowa State College,1912     Introducing Management in a Global Context Robert MacIntosh,Kevin D O'Gorman,2015-09-10 Covering the major management disciplines Introducing Management in a Global Context provides an introductory overview of key topic areas and to glimpse the latest research in domains such as strategy technology and change economics and development politics and the social world marketing ethics and corporate decision making     *Catalogue* University of Oregon,1929

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