

Fundamental of Marketing



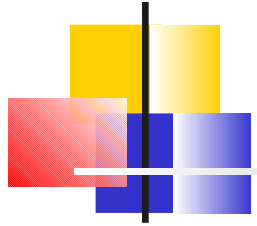
Disarikan dari :

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3. Amstrong
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Aturan Kelas

- Berpakaian yang baik, sopan, serta tidak memakai sandal
- Tidak mengaktifkan Handphone selama perkuliahan
- Kehadiran dan usaha yang keras setiap perkuliahan, akan sangat diperhatikan
- Biasakan diri untuk tidak terlambat masuk kelas
- Selalu baca materi kuliah tiap hari dan bertanya thd materi yang tidak dimengerti
- Buat kelompok dengan anggota 3 mhs, untuk mengerjakan tugas-tugas yang nanti akan diberikan
- Aktif mengikuti semua prose perkuliahan



Apa manfaat mempelajari ilmu Pemasaran ?



Chapter Objectives

To illustrate the exciting, dynamic, and influential nature of marketing

To define marketing and trace its evolution—with emphasis on the marketing concept, a marketing philosophy, customer service, and customer satisfaction and relationship marketing

To show the importance of marketing as field of study

To describe the basic functions of marketing and those that perform these functions



Marketing Definition

- Marketing is the Anticipation, Management and Satisfaction of Demand through the Exchange Process.



Definition of Marketing

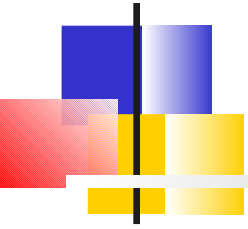
- **A**nticipation of Demand requires a firm to do consumer research in anticipation of market's potential and consumers' desires.
- **M**anagement of Demand includes:
 - S**timulation: motivates consumers to want firm's offerings
 - F**acilitation: makes it easy to buy offerings
 - R**egulation: involves balancing inventory to consumer demand



Definition of Marketing

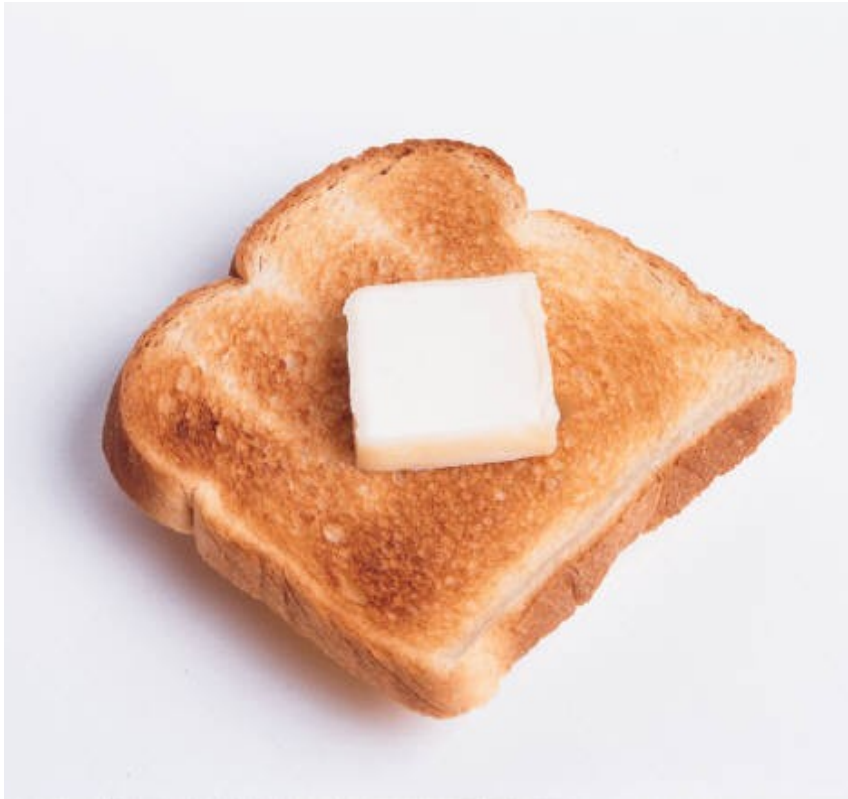
- **S**atisfaction of Demand involves product availability, product performance, perceptions of safety, and after-sale services.
- An **E**xchange **P**rocess includes the agreement for payment: cash/credit/promise to pay or support for a firm, institution, idea, or place.

What are Consumers' Needs, Wants, and Demands?





This Is a Need



Needs - state of felt deprivation including physical, social, and individual needs.



Types of Needs

- Physical:
 - Food, clothing, shelter, safety
- Social:
 - Belonging, affection
- Individual:
 - Learning, knowledge, self-expression



This Is a Want



Wants - form that a human need takes, as shaped by culture and individual personality.

This Is Demand



Wants



Buying Power



+

=

“Demand”



Marketing Old vs. New

Old view of marketing:

Making a sale– “Telling and Selling”

New view of marketing:

Satisfying customer needs

Marketing Management Philosophies



Customer-Driven

Societal Marketing Concept

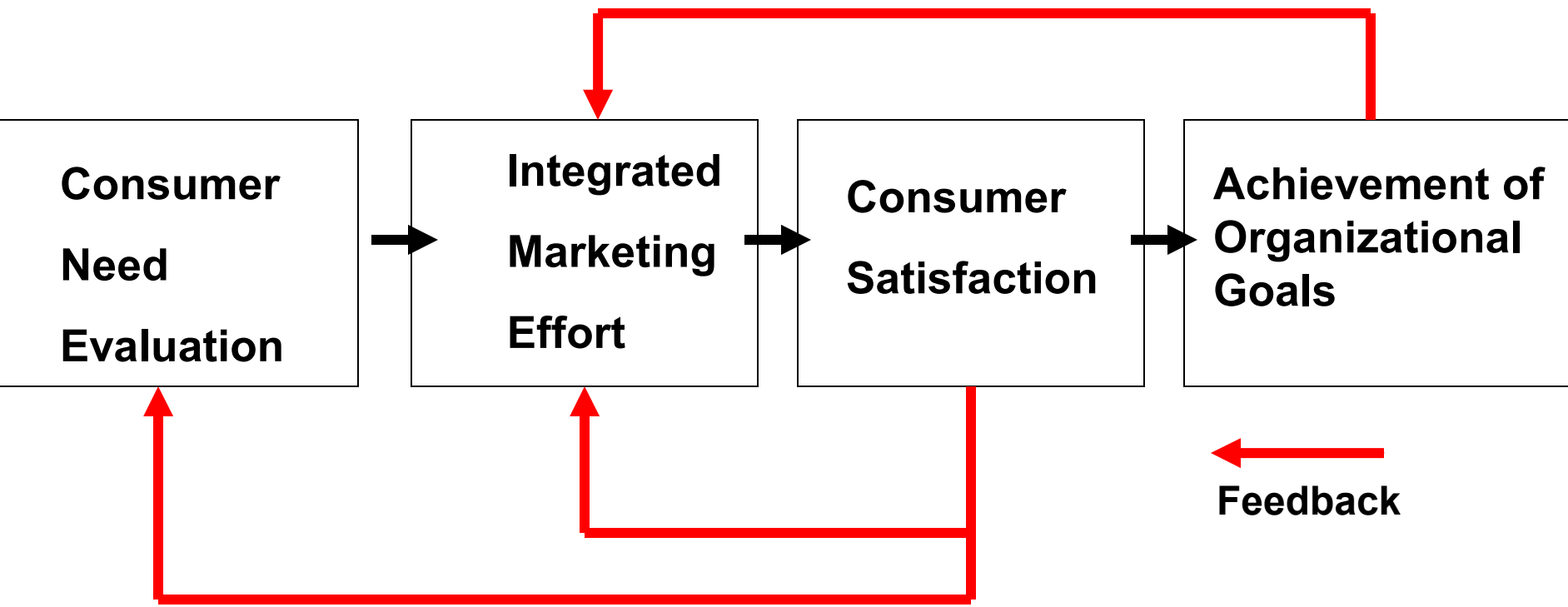
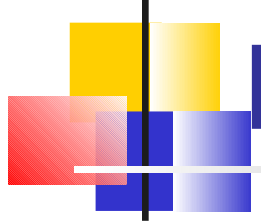
Marketing Concept

Selling Concept

Product Concept

Production Concept

Focus of Marketing Philosophy





Selling Philosophy

- Output “Sold” to Consumers
- Looks at Individual, Single Consumer
- Seeks Sales Rather than Profit
- Short-Term Goal Orientation
- Concerned with Current Inventory Reduction
- Narrower View of Consumer Needs
- Little Adaptation to Environment
- Informal Planning and Feedback



Marketing Philosophy

- Consumer-Oriented
- Stresses Research and Consumer Analysis
- Looks at Groups of Consumers
- Profit-Oriented
- Directed to Long-Range Goals
- Two-Way Interactive Process
- Appropriate Adaptation to Mkting Environment
- Broad View of Consumer Needs
- Integrated Planning and Feedback

Marketing and Sales Concepts Contrasted



**Starting
point**

Focus

Means

Ends

Factory

Existing
products

Selling
and
promoting

Profits through
sales volume

THE SELLING CONCEPT

Market

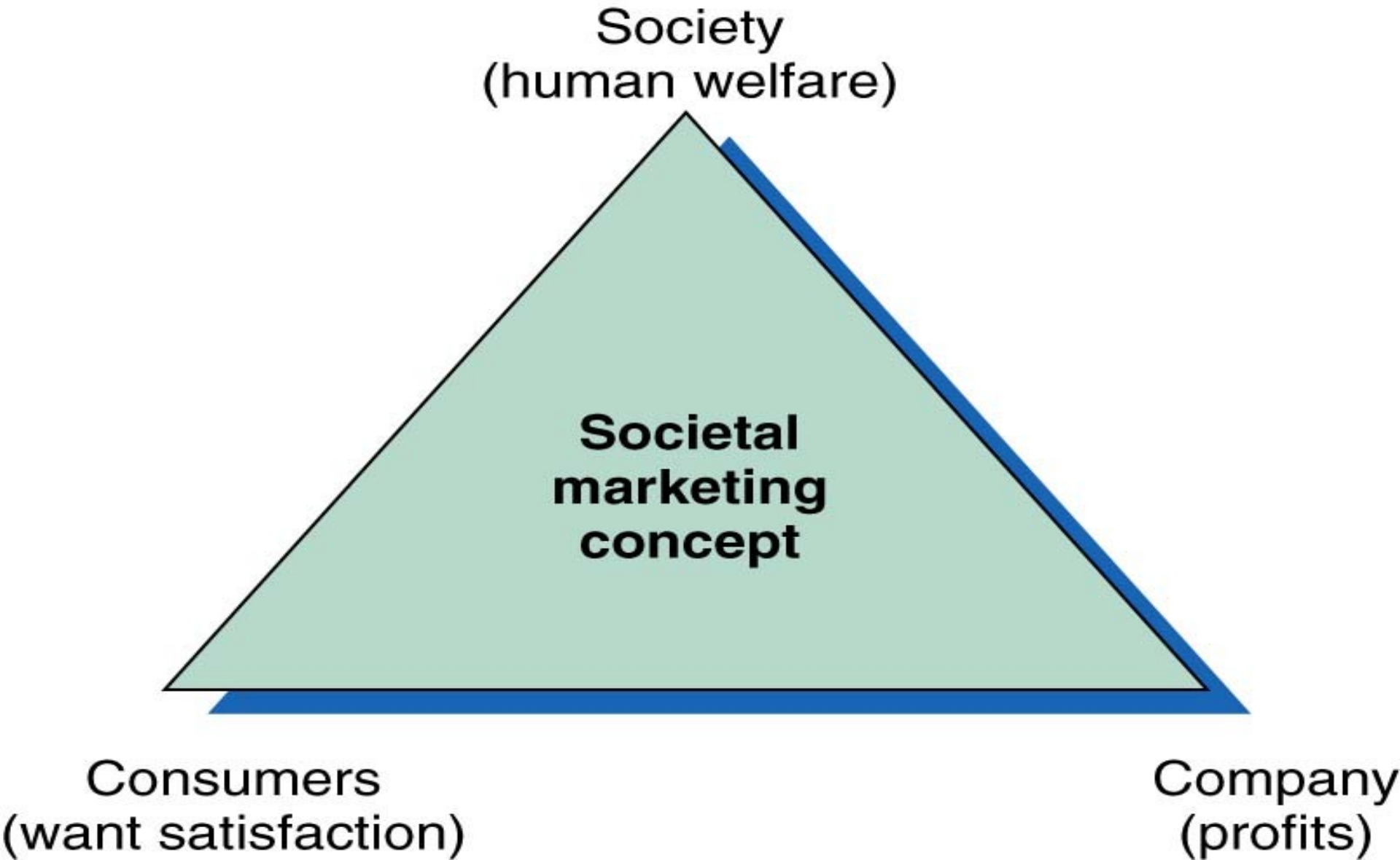
Customer
needs

Integrated
marketing

Profits through
customer
satisfaction

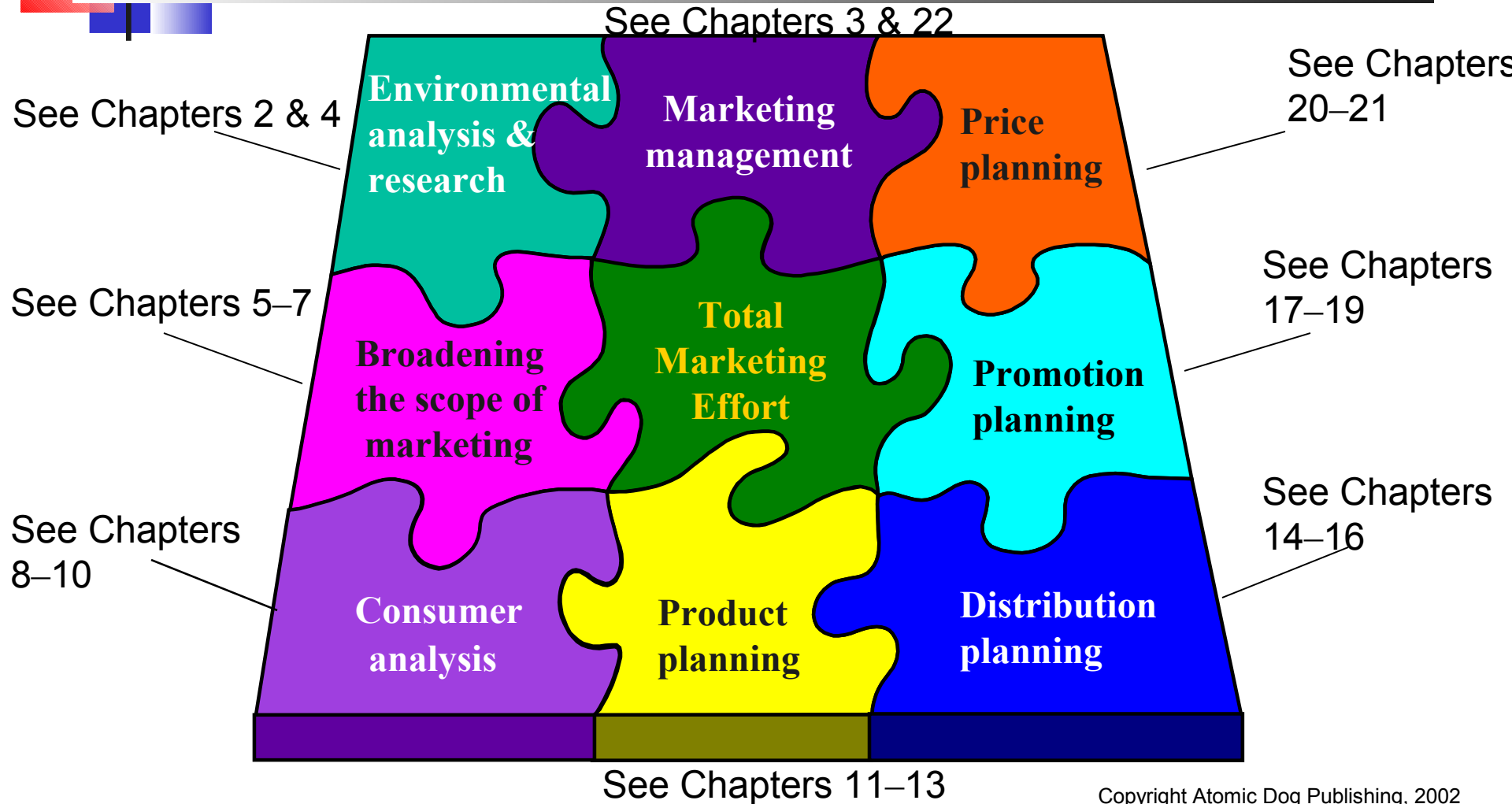
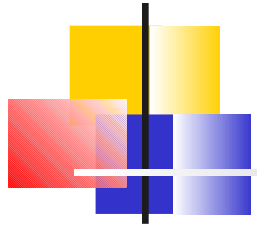
THE MARKETING CONCEPT

Societal Marketing Concept



Basic Functions of Marketing

Text Chapters





8 Marketing Functions

Environmental analysis and marketing research:

Monitoring and adapting to external factors that affect success or failure, such as the economy and competition; and collecting data to resolve specific marketing issues.

Broadening the Scope of Marketing:

Deciding on the emphasis to place, as well as the approach to take, on societal issues, global marketing, and the Web.

Consumer analysis:

Examining and evaluating consumer characteristics, needs and purchase processes; and selecting the group(s) of consumers at which to aim marketing efforts.



8 Marketing Functions continued

Product planning (including goods, services, organizations, people, places, ideas):

Developing and maintaining products, product assortments, product images, brands, packaging, and optional features, and deleting faltering products.

Distribution planning:

Forming logistical relationships with intermediaries, physical distribution, inventory management, warehousing, transportation, allocating goods and services, wholesaling, and retailing.

Promotion planning:

Communicating with customers, the general public, and others through some type of advertising, public relations, personal selling, and/or sales promotion.



8 Marketing Functions continued

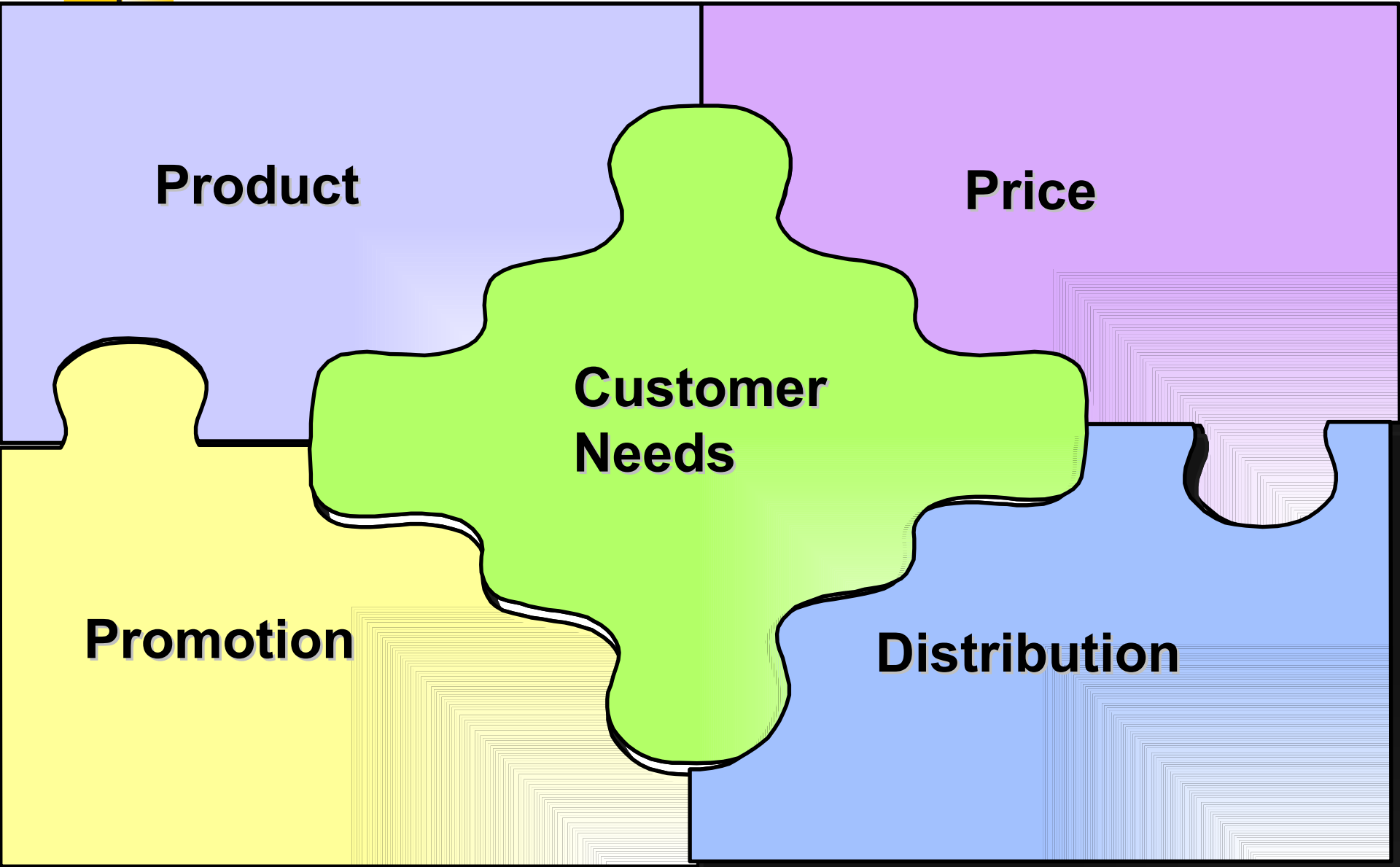
Price planning:

Determining price levels and ranges, pricing techniques, terms of purchase, price adjustments, and the use of price as an active or passive factor.

Marketing management:

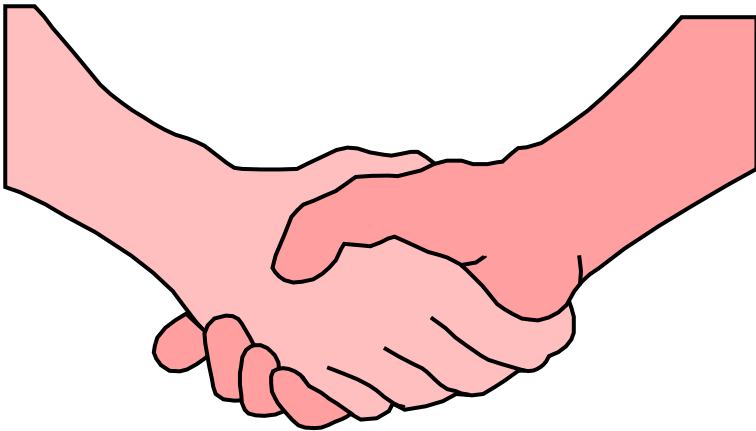
Planning, implementing, and controlling the marketing program (strategy) and individual marketing functions; appraising the risks and benefits in decision making; and focusing on total quality.

The Marketing Mix





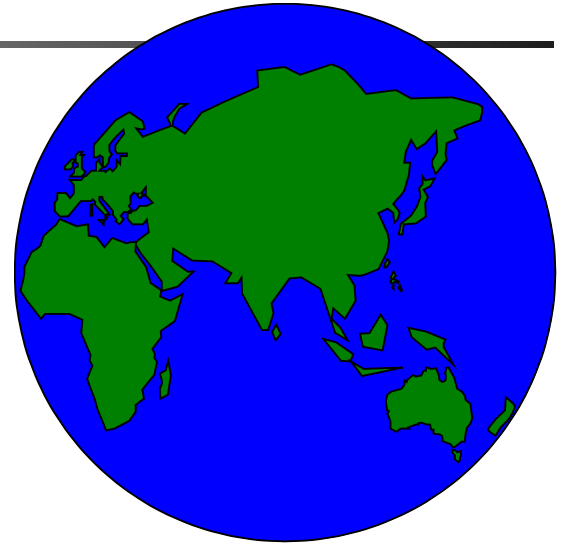
Relationship Marketing



Through **Relationship Marketing**, companies build customer satisfaction and increase long-term customer loyalty.



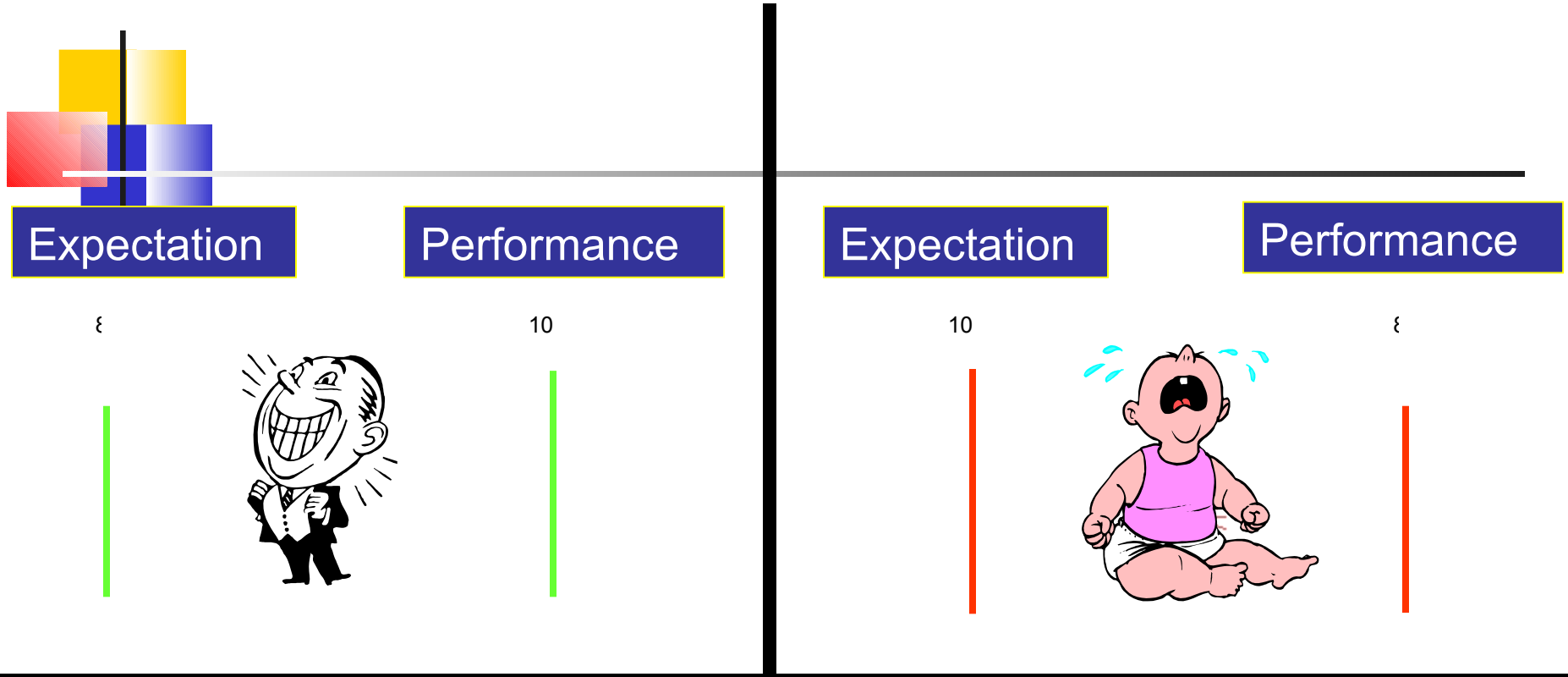
Customer Service



Customer Service tends to be intangible, but quite meaningful, to many customers.

In today's highly competitive, global marketplace, the level of customer service a firm provides can affect its ability to attract and retain customers more than ever before.

Value and Satisfaction

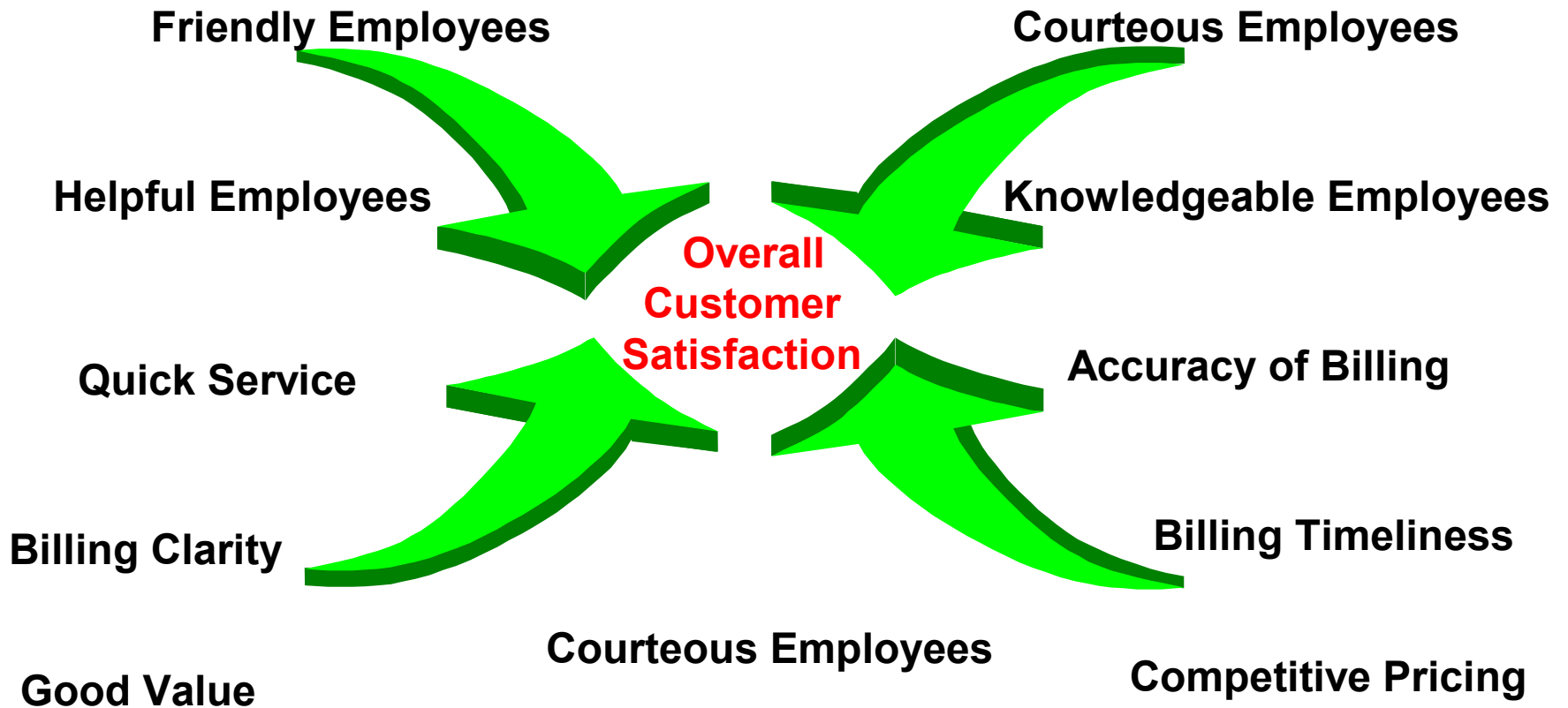


If performance is lower than expectations, satisfaction is low.

If performance is higher than expectations, satisfaction is high.



Factors That Affect Customer Satisfaction





Chapter Summary

- **This chapter illustrates the dynamic and influential nature of marketing from the perspective of businesses and consumers.**
- **It provides a definition of marketing and traces its evolution —with emphasis on the marketing concept, a marketing philosophy, customer service, and customer satisfaction and relationship marketing.**
- **The chapter shows the importance of marketing as a field of study.**
- **It describes the 8 basic functions of marketing and those that perform these functions.**