

# Fundamental of Marketing



## Rujukan :

1. Evans & Berman
2. Amstrong
3. P. Khotler



# Tata Tertib di Kelas

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- 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, untuk mengerjakan tugas-tugas yang nanti akan diberikan
- Aktif mengikuti semua prose perkuliahan



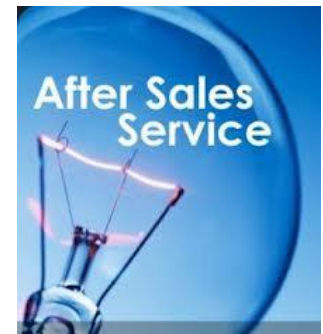
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Apa manfaat mempelajari ilmu  
Pemasaran ?

Siapa Yang harus belajar  
Pemasaran ?

# Marketing Definition

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





# Definition of Marketing

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- **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

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- **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.



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What are Consumers' Needs,  
Wants, and Demands?



# Perbedaan

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## ■ Keinginan

1. Tidak harus
2. Bisa ditunda
3. Bisa diganti
4. Dipengarui karakter orangnya
5. ?

## ■ Kebutuhan

1. Harus dipenuhi
2. Tidak bisa ditunda
3. Tidak bisa diganti
4. Bersifat universal
5. ?



# Marketing Old vs. New

Old view of marketing:

Making a sale – “Telling and Selling”



New view of marketing:

Satisfying customer and Social needs





# Selling Philosophy

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- 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

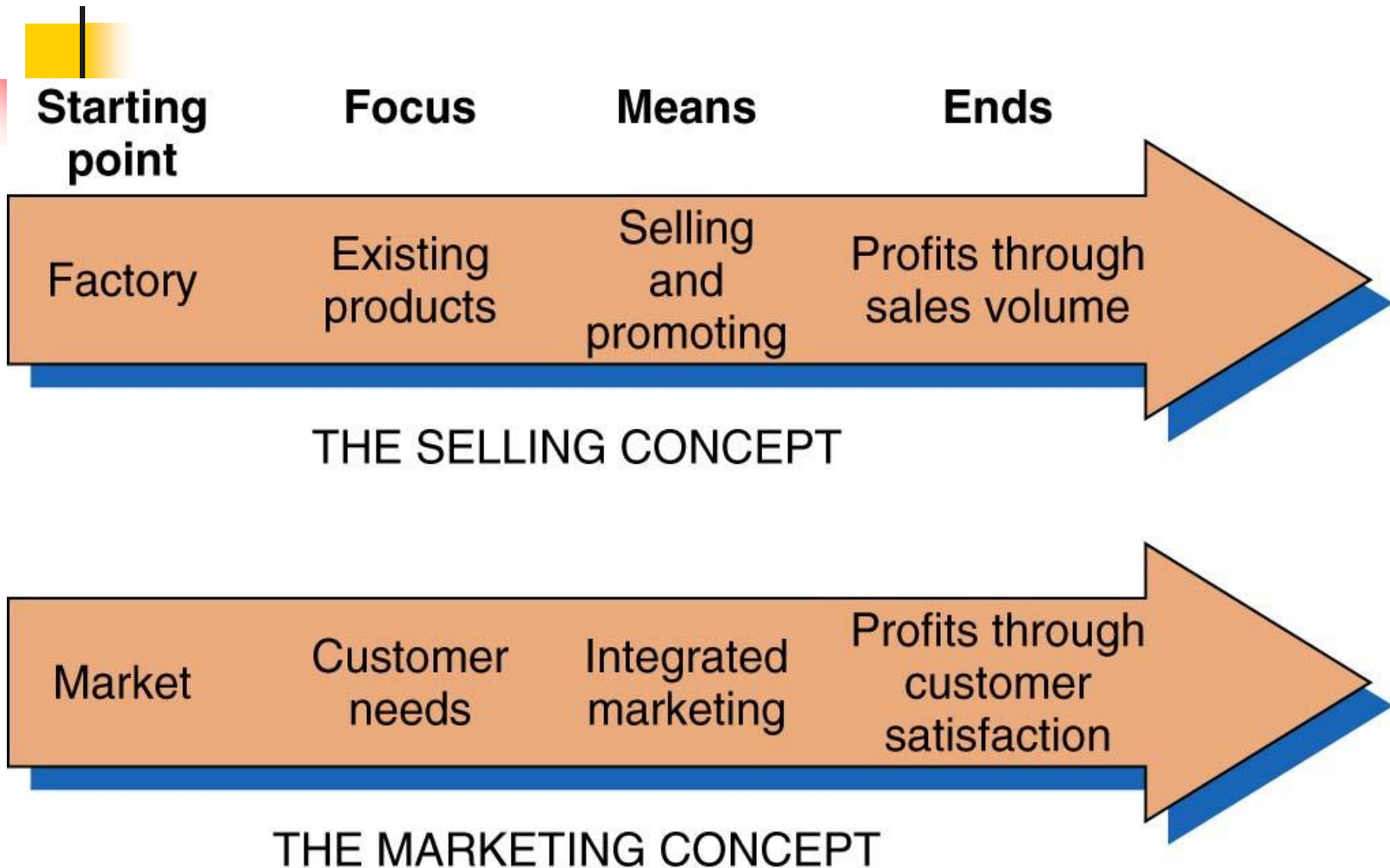


# Marketing Philosophy

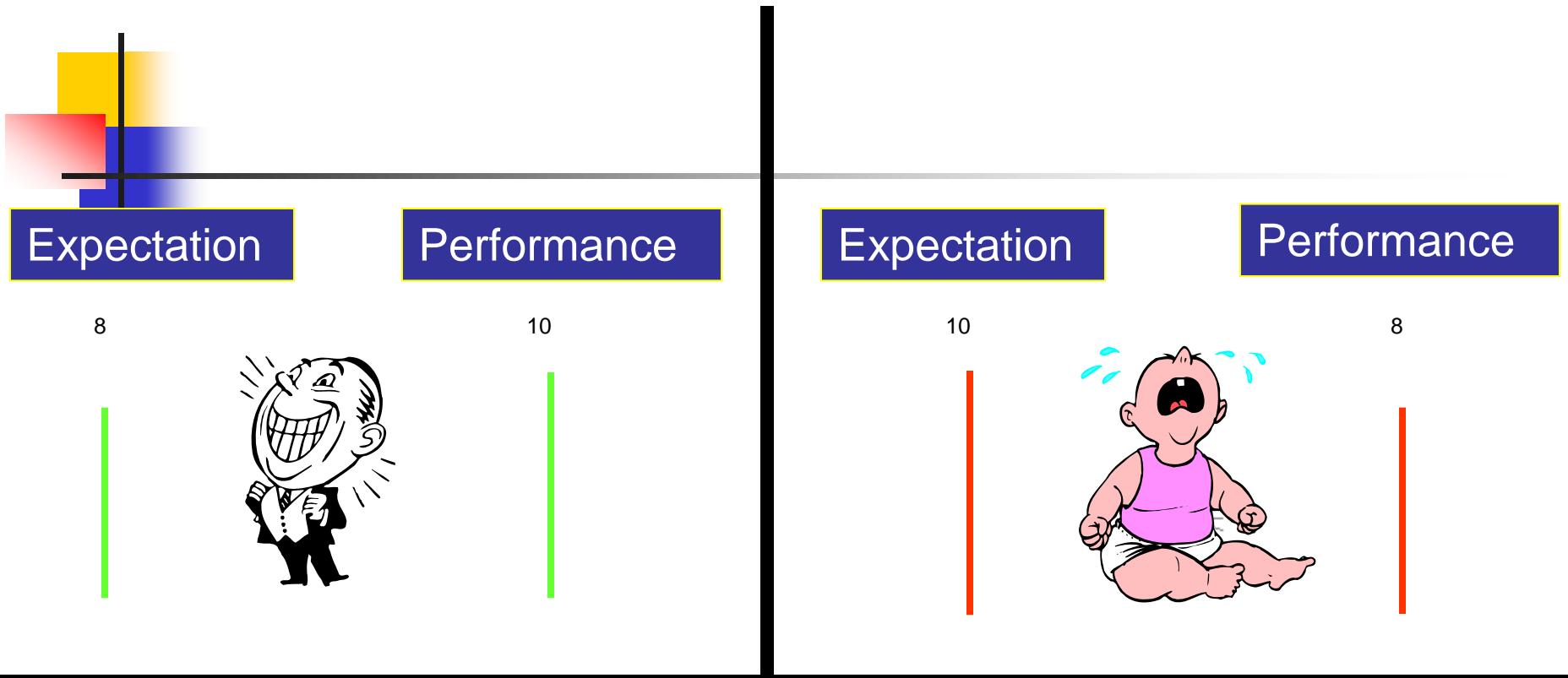
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- Consumer-Oriented
- Stresses Research and Consumer Analysis
- Looks at Groups of Consumers
- Profit-Oriented
- Directed to Long-Range Goals
- Two-Way Interactive Process
- Appropriate Adaptation to Mkting Environment
- Broad View of Consumer Needs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

# Marketing and Sales Concepts Contrasted



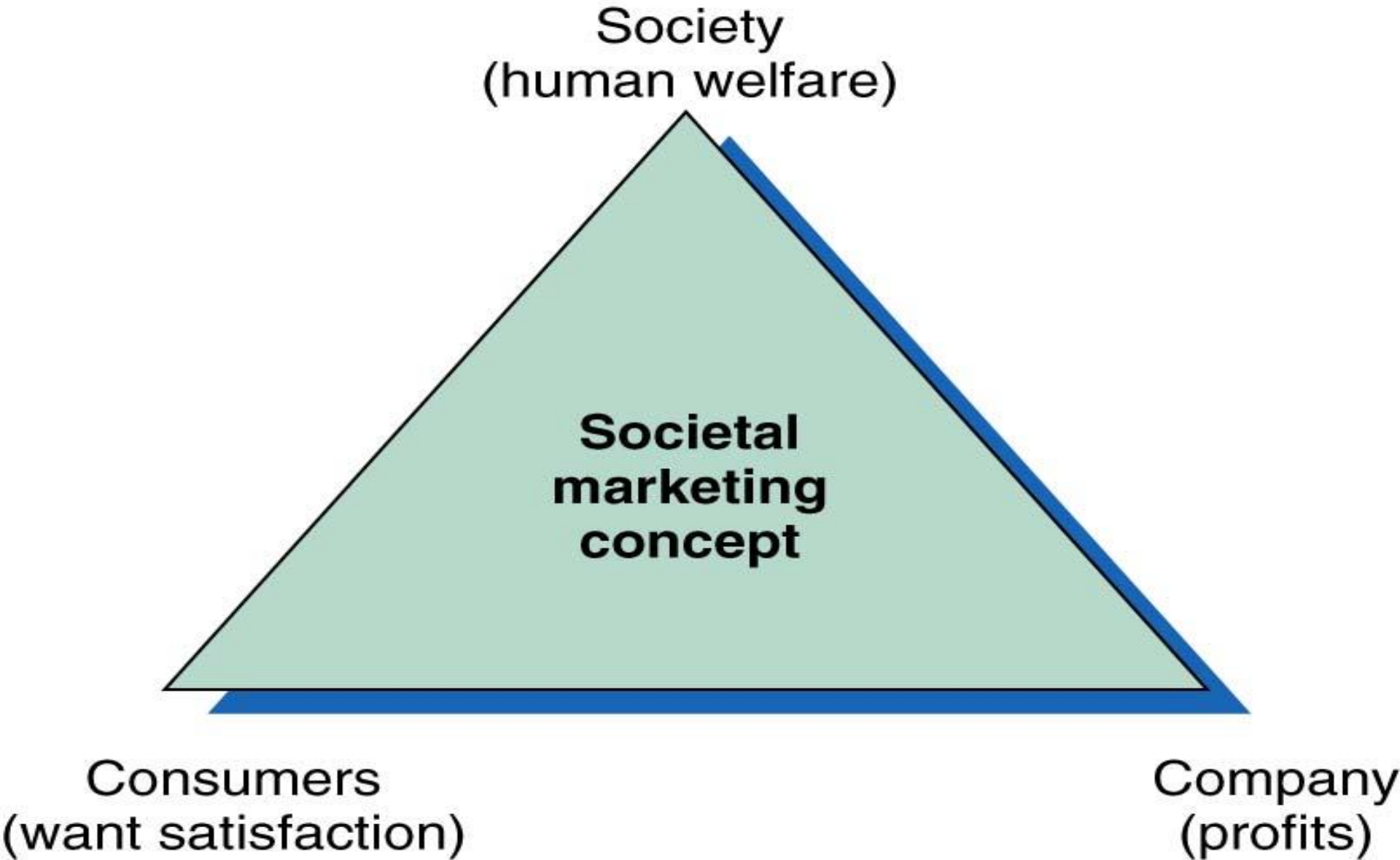
# Value and Satisfaction



If performance is lower than expectations, satisfaction is low.

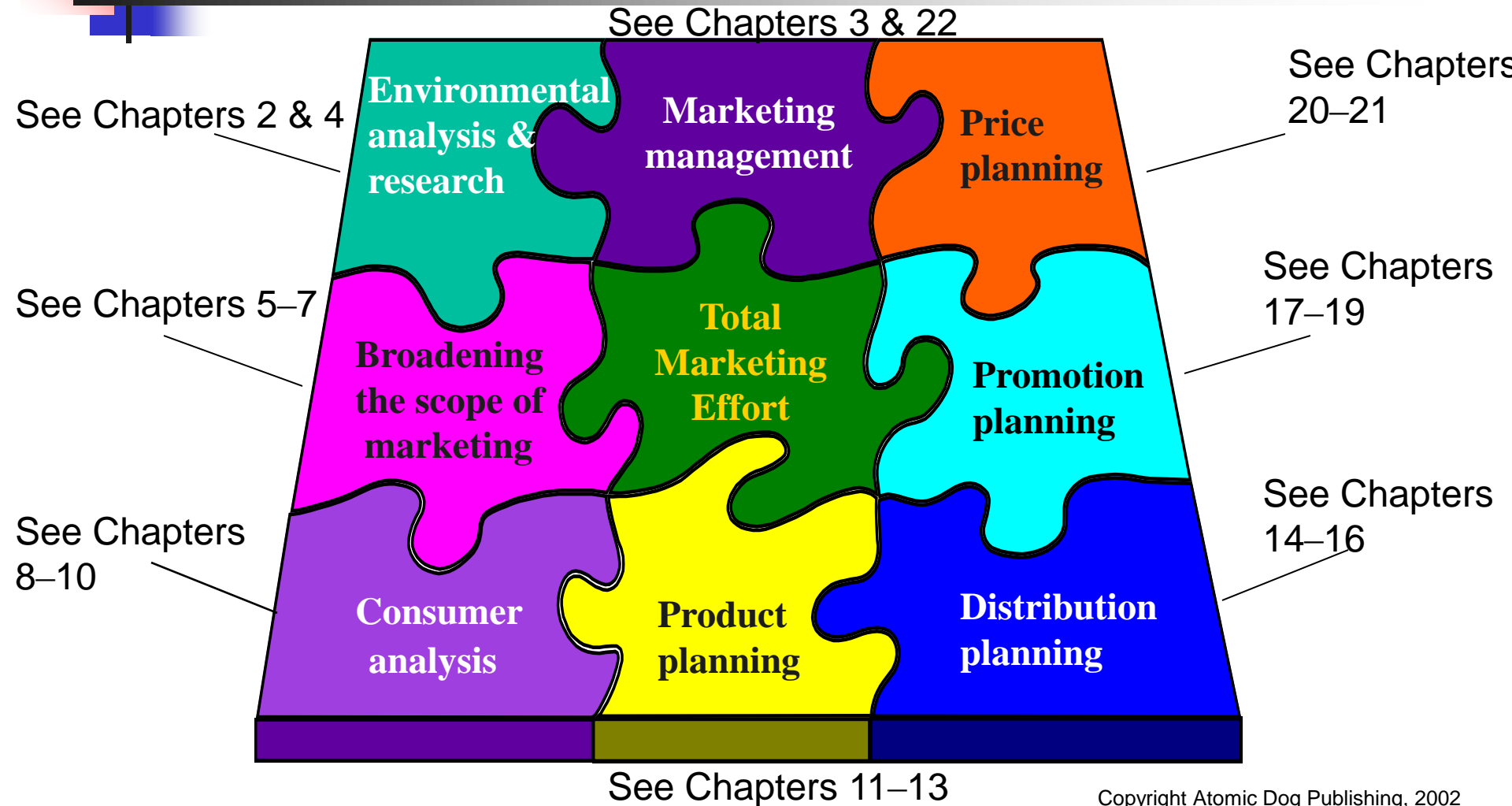
If performance is higher than expectations, satisfaction is high.

# Societal Marketing Concept



# Basic Functions of Marketing

## Text Chapters





# 8 Marketing Functions

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## ***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

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***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

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## ***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.