

*Commercial Studies*  
*Management part (3)*  
*Week 11, Lecture 11*

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*Chapter Six*  
*Marketing*

# Learning Objectives:

- 1- How to conduct marketing analysis?
- 2- How to choose marketing strategies?
- 3- How to conduct marketing implementation process?
- 4- How to evaluate the results of marketing strategies?
- 5- What is the marketing mix?

# *Managing the marketing process*

Managing the marketing process requires the four marketing management functions are analysis, planning, implementation, and control.

## *1-Marketing analysis*

Managing the marketing function begins with a complete analysis of the company's situation.

The marketer should conduct a SWOT analysis, by which it evaluates the company's overall strengths (S), weaknesses (W), opportunities (O), and threats (T).



## *Managing the marketing process (Cont.)*

*Strengths* include *internal capabilities, resources, and positive situational factors* that may help the company serve its customers and achieve its objectives.

*Weaknesses* include *internal limitations and negative situational factors* that may interfere with the company's performance.

*Opportunities* are *favorable factors or trends in the external environment* that the company may be able to exploit to its advantage.

*Threats* are *unfavorable external factors* or trends that may present challenges to performance.



## *Managing the marketing process (Cont.)*

The company should analyze its markets and marketing environment to find attractive opportunities and identify environmental threats.

It should analyze company strengths and weaknesses as well as current and possible marketing actions to determine which opportunities it can best pursue.

## *2- Marketing Planning*

Marketing planning involves choosing marketing strategies that will help the company attain its overall strategic objectives.

*A detailed marketing plan is needed for each business, product, or brand.*

### 3- Marketing Implementation

*Marketing implementation is the process that turns marketing plans into marketing actions to accomplish strategic marketing objectives.*

Whereas marketing planning addresses the *what* and *why* of marketing activities, implementation addresses the *who*, *where*, *when*, and *how*.

Many managers think that “*doing things right*” (*implementation*) is as important as, or even more important than, “*doing the right things*” (*strategy*).





# 4-Marketing Control

Marketing control is evaluating the results of marketing strategies and plans and taking corrective action to ensure that the objectives are attained.

Marketing control involves **four** steps.

- 1) Management first sets specific marketing goals.
- 2) It measures its performance in the marketplace
- 3) It evaluates the causes of any differences between expected and actual performance.
- 4) Management takes corrective action to close the gaps between goals and performance. *This may require changing the action programs or even changing the goals.*

# Marketing Mix

The marketing mix involves four Ps (product, price, place, and promotion).

1- *Product: Is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need.*

Products also include *services, events, persons, places, organizations, ideas, or a combination of these.*

*Services are a form of product that consists of activities, benefits, or satisfactions offered for sale that is essentially intangible and do not result in the ownership of anything.*

Examples include banking, hotel services, airline travel, and retail, etc.



# *Types of products and services*

## 1-Consumer products

*Consumer products are products and services bought by final consumers for personal consumption.*

Marketers usually classify these products and services further based on *how consumers go about buying them.*

Consumer products include *convenience products, shopping products, specialty products, and unsought products.*



# 1-Consumer products

**1.1- Convenience products:** A consumer product that customers usually buy *frequently, immediately, and with minimal comparison and buying effort*. Such as; Toothpaste, magazines.

**1.2- Shopping product:** A consumer product that the customer, in the process of selecting and purchasing, usually compares on such attributes as *suitability, quality, price, and style*. Such as; televisions, furniture, and clothing.

# 1-Consumer products (Cont.)

**1.3- Specialty product:** A consumer product with *unique characteristics or brand identification* for which a significant group of buyers is willing to *make a special purchase effort*. Such as; Luxury goods, such as Rolex watches or crystal.

**1.4- Unsought product:** A consumer product that the consumer *either does not know about or knows about but does not normally consider buying*. Such as; blood donation.



## *2-Industrial product*

*Industrial product: A product bought by individuals and organizations for further processing or for use in conducting business.*

2.1- Materials and parts include *raw materials and manufactured materials and parts.*

- *Raw materials* consist of farm products (wheat, cotton, livestock, fruits, vegetables) and natural products (fish, lumber, crude petroleum, iron ore).
- *Manufactured materials and parts* consist of component materials (iron, yarn, wires) and component parts (small motors, tires).



## *2- Industrial product (Cont.)*

2.2- Capital items are industrial products that aid in the buyer's production or operations, including *installations and accessory equipment*.

2.3-Supplies and services: *Supplies include operating supplies (coal, paper, pencils) and repair and maintenance items (window cleaning, computer repair)*.

Thank you!

