
Lesson 1 : Introduction to Marketing

Lesson Objective:

- *To learn about the marketing activities and scope*
 - *To learn about the marketing concepts*
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Marketing Defined:

Marketing is about meeting the **needs and wants** of customers; Marketing is a business-wide function – it is not something that operates alone from other business activities; Marketing is about **understanding customers** and finding ways to provide products or services which customers demand.

Marketing Philosophies**Sales orientation (selling concept)**

Some businesses see their main problem as selling more of the product or services which they already have available.

Production orientation (concept)

A production-orientated business is said to be mainly concerned with making as many units as possible.

Product orientation (concept)

This is subtly different from a production orientation. Consider a business that is “obsessed” with its own products – perhaps even arrogant about how good they are.

Societal Marketing Concept

It holds that the organization should not only satisfy the needs and wants but also improve both customer’s and society’s well-being.

The Marketing Concept

It holds that achieving organizational goals (making profit) depends on understanding the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors do.

Summary

Marketing is about meeting the needs and wants of customers.

Learning Outcome

At the end of the lesson, students should be able to:

- *Be able to identify and describe the marketing activities*
- *Be able to understand and describe the marketing concepts and philosophies*

References:

*Massingham, L. & Lancaster, G. (1999) Essentials of Marketing, Third Edition
McGrawHill. England. Chapter 1 Pgs 3-22*

*Adcock, D., Bradfield, R., Halborg, A. & Ross, C. (1998) Marketing Principles and
Practice, Third Edition. Pitman Publishing. London Chapter 1 Pgs1-13*

*Kotler, P. (1997) Marketing Management, Analysis, Planning, Implementation and
Control, Ninth Edition. PrenticeHall. USA Chapter 1 Pgs 3-35*

Self-Test Questions

1. What are the 5 concepts of marketing?
2. How can marketing be best defined?