

Patrician College of Arts and Science

Department of Commerce

Subject: Marketing

Subject Code : CPZ3D

Odd Semester :

Presented By S.Hemalatha Asst.professor



What is marketing?

- ▣ Marketing is everywhere . Formally or informally, or informally, people and organization engage in a vast number of activities that could be called marketing.
- ▣ Good marketing has become an increasingly vital ingredient for business success. a
- ▣ And marketing profoundly affects our day-to-day lives.

MARKET



Importance of marketing

- ▣ Good marketing is no accident , but a result of careful planning and execution.
- ▣ Marketing practices are continually being refined and reformed in virtually all industries to increase the chances of success.
- ▣ But marketing excellence is rare and difficult to achieve,.
- ▣ Marketing is both an “art” and a “science” - there is constant tension between the formulated side of marketing and the creative side.

MARKETING



The scope of marketing

- ▣ To prepare to be a marketer , you need to understand what marketing is how it works, what is marketed ,and does the marketing.
- ▣ (Marketing deals with identifying and meeting human and social needs. One of the shortest definitions of marketing is “meeting needs profitably.”

BACKGROUND

- ▣ The term “marketing” is derived from the word “market”, which refers to a group of sellers and buyers that co-operate to exchange goods and services. The modern concept of marketing evolved during and after the industrial revolution in the 19th and 20th centuries.

Types of marketing

- ▣ Online marketing
- ▣ Offline marketing
- ▣ Word of mouth marketing

Marketing mix (4p's)

product

price

place

promotion

Marketing mix

- ▣ The marketing mix principles are controllable variables which have to be carefully managed and must meet the needs of the defined target group. All elements of the mix are linked and must support each other.

Concept of Marketing mix



The Marketing Mix



Thank you

<https://www.patriciancollege.ac.in/>