



Lecture 1

- Definition of Marketing
 - Marketing for foreign markets
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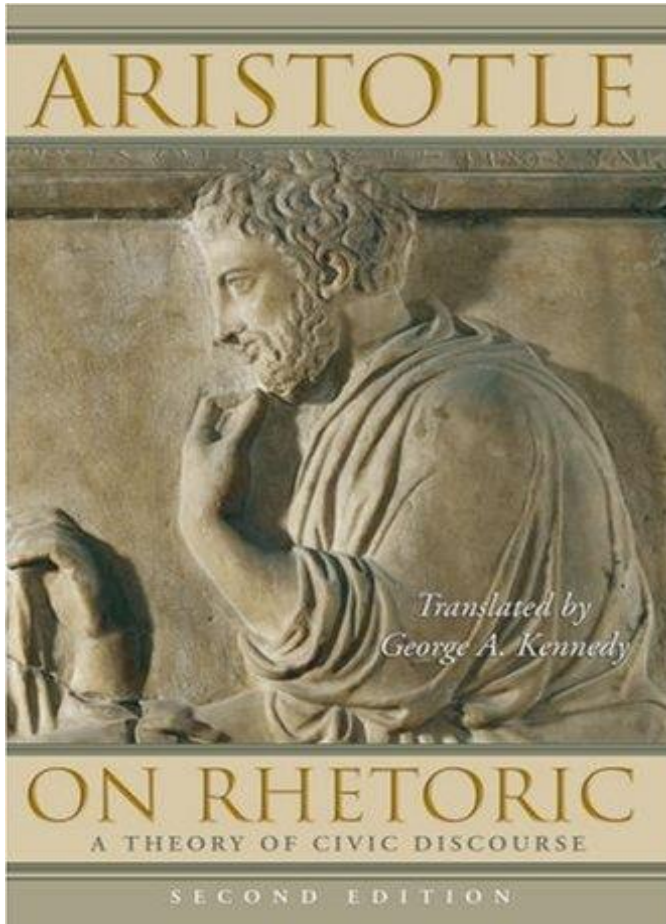


**Who is the marketer
in this picture?**

Who is the father of Marketing?

Rhetoric is the faculty of observing in any given case the available means of persuasion.

- **Logic** (ability to prove a truth by persuasive arguments, through induction and/or deduction)
- **Credibility** (ability to evince personal character which will make the speech credible)
- **Empathy** (ability to stir emotions of listeners)



What is the role of a marketer?

The C-C-D-V-T-P Model (Philip Kotler)

Create a product – product management

Communicate a product – brand management (branding)

Deliver a product – distribution and customer management

in order to create **V**alue – product or service

---to a specific **T**arget market

---in order to achieve **P**rofit



Why Marketing?

It's a *human discipline* since it concerns **human needs** and **life style**.
It's a recent discipline though.

Economists studied market in terms of demand e supply, identifying in price the only factor affecting demand (higher the price, lower the demand)

Marketing was born as a branch of Economics, but it developed towards other disciplines like psychology, sociology, advertising, selling and general management



FOCUS ON CUSTOMERS!

What is Marketing?

Marketing deals with identifying and meeting human needs and social **needs** (“meeting needs profitably”)

e.g. When IKEA noticed that people wanted good furniture at a substantially lower price and created knock-down furniture, they demonstrated marketing effectiveness and turned a private or social need into a profitable business opportunity.

- Commonly, it is “the art of **selling** products”, but selling is just a part of the whole process!
- Companies often consider Marketing as ‘**promotion**’ a product but the whole communication process is just a part of the Marketing strategy!



DO NOT FORGET ABOUT A VALUABLE PRODUCT!

Definition of Marketing

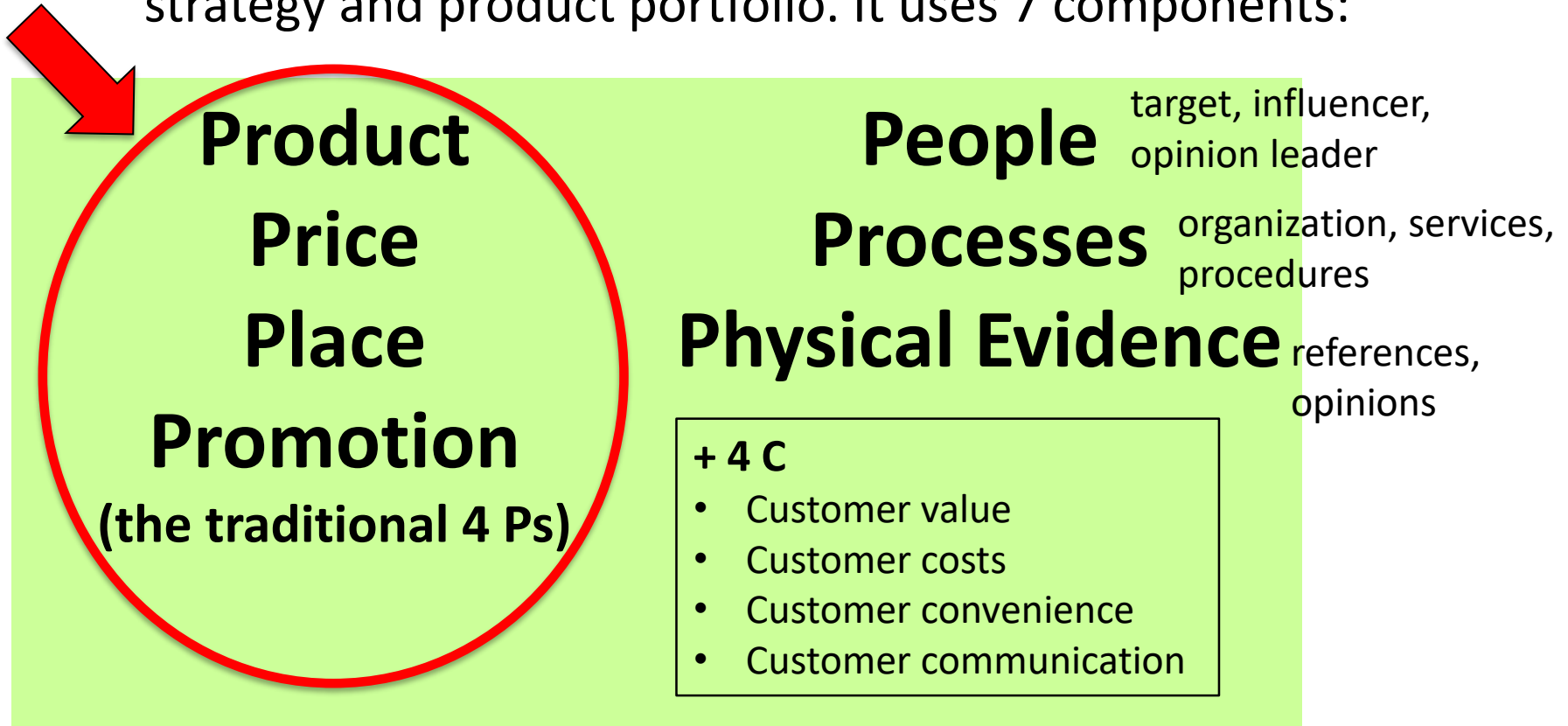
According to the *American Marketing Association*, marketing is

an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders (January 2008)

the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (July 2013)

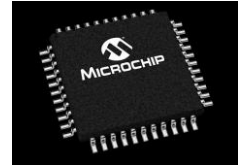
What are the 7 Ps of Marketing?

Marketing mix 7P is a method of determining product strategy and product portfolio. It uses 7 components:



Fields of implementation of Marketing

- ❑ **Consumer + Industrial marketing** (to commercialize goods, parts, components, production plants)
- ❑ **Person marketing** (for achieving success and visibility)
- ❑ **Places marketing** (for valuing places, for tourism development)
- ❑ **Social marketing** (aimed at making places more sustainable, helping people to eat better, to not smoke, etc.)
- ❑ **Experiential marketing** (for making people live emotions towards products and services)
- ❑ **Political** (for pushing candidates)
- ❑ **Fund-raising** (aimed at collect resource for social and cultural project)



Moving to new Marketing dimensions...

- ❑ New global challenges (cultural diversity, economic disparity, international trade, etc.)
- ❑ From traditional marketing tools to *Digital Marketing* and *Marketing Analytics* (digitalization of product, services and processes)
- ❑ Finding new ways to communicate to a global audience (more information worldwide and global customers)
- ❑ Not only profit but also social and environmental *sustainability* (by valuing places and cultures and protecting natural environment)

Definition of International Marketing (I)

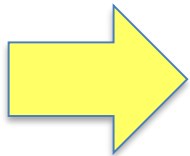
International Marketing is concerned with *marketing across national boundaries*

In a simple way, a small business that receives an order to supply its product to a buyer in another country is involved in international marketing

but this is just exporting!



As the organization intensifies its international activities, the simple principle “to sell in foreign countries” becomes less applicable.



Difference between *international marketing* and *global marketing*!

Definition of International Marketing (II)

According to the *American Marketing Association*,
International Marketing is

the multinational process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives

