

# **Introduction to Marketing and Marketing Management**

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# What is marketing?

**Marketing is:  
“meeting needs profitably”**



**Focus on the customer but also on  
the company and its objectives**

**PROFITS**



**CUSTOMER  
SATISFACTION**

# Things a Firm Should Do in Producing and Marketing a product or service

## *Customer experience*



**Analyze Needs**

**Estimate Demand**

**Estimate Competition**

**Determine What (product)**

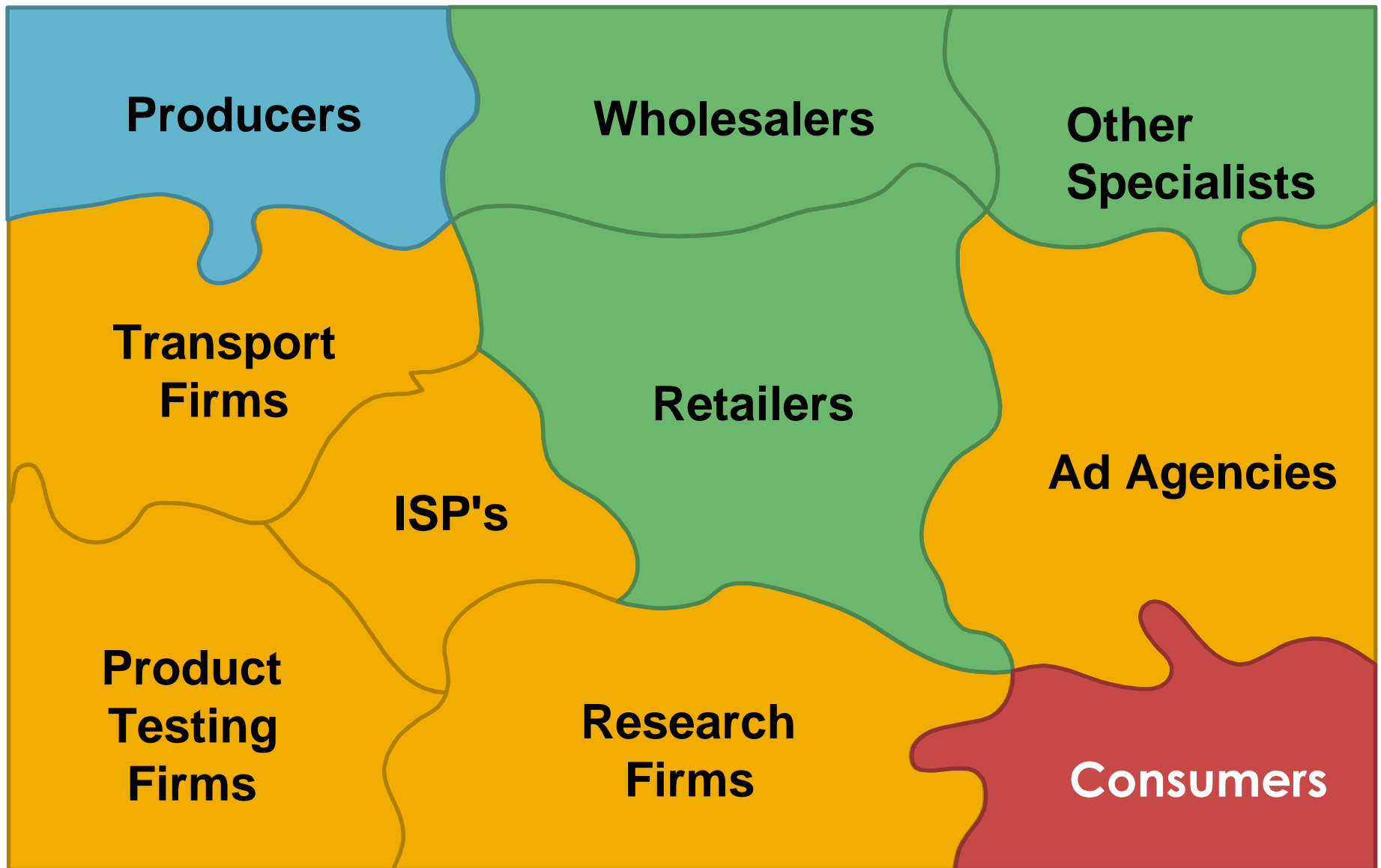
**Determine Where (distribution)**

**Estimate Price**

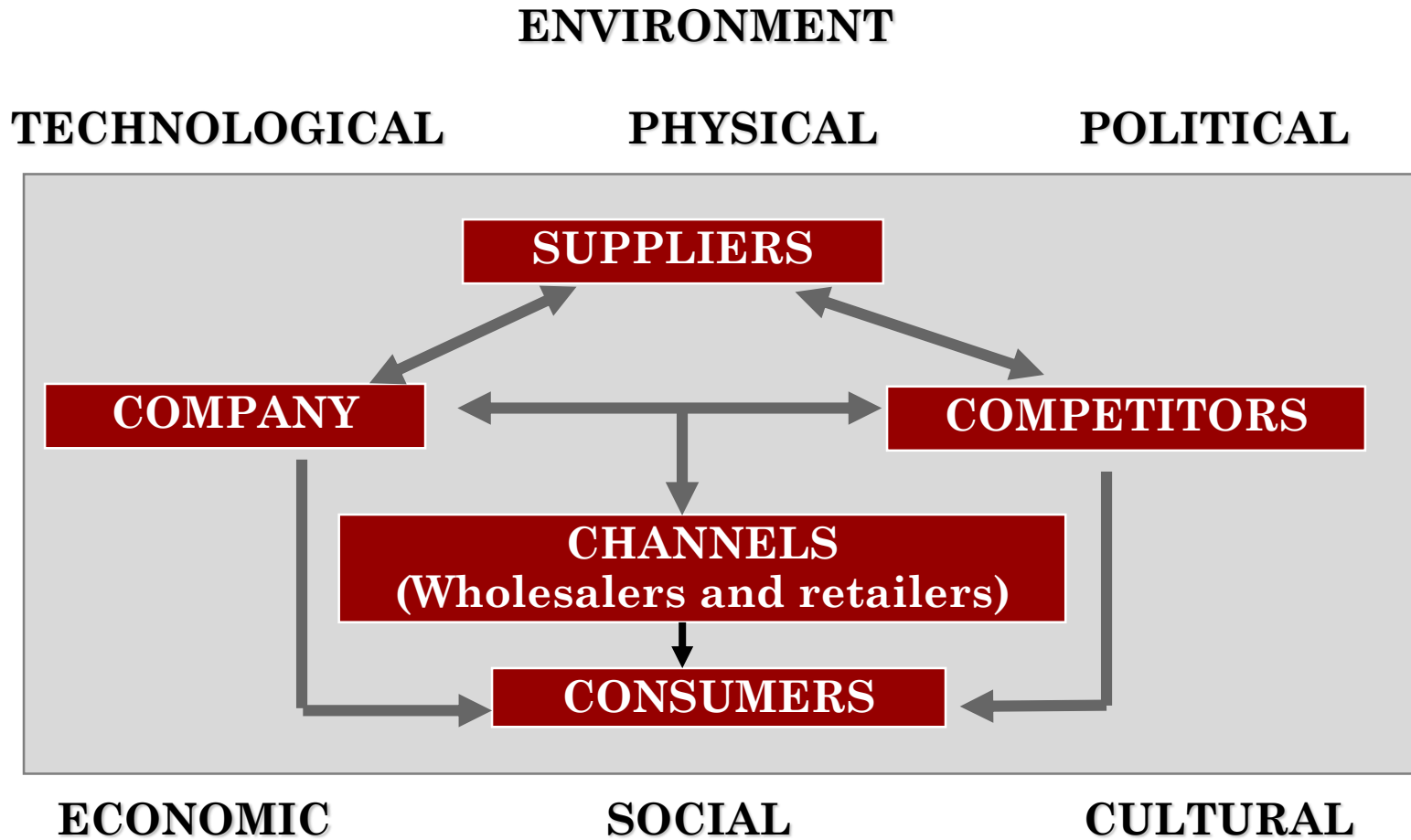
**Decide Promotion**

**Provide Service**

# Who performs marketing functions?



# The marketing system



# Contents of a marketing plan

## ☐ **Executive summary**

- ☐ External and internal analysis
- ☐ SWOT analysis
- ☐ Objectives
- ☐ Marketing strategy (targeting and positioning)
- ☐ Marketing mix decisions and action programs
- ☐ Budget
- ☐ Control



Brief summary of the main goals and recommendation of the plan for management review.

**Table of contents**

# MARKETING PLAN – PRODUCT / MARKET / YEARS

## EXTERNAL ANALYSIS

Demand	Market System
Segmentation	Competitors
Buying Behavior	Macro environment



Strenghts	Weaknesses
Opportunities	Threats



## INTERNAL ANALYSIS

Marketing	Economics
Operational Processes	

## MARKETING STRATEGY

### OBJECTIVES

### TARGETING

### COMPETITIVE STRATEGY

### POSITIONING

## MARKETING MIX

### PRODUCT / SERVICE

### PLACE

### PROMOTION

### PRICE

### *CONTROL*

# Contents of a marketing plan

- ❑ Executive summary

- ❑ **External and internal analysis**



Describes the market and its characteristics, the segments of consumers and the company's position in it, including information about product performance, competition, distribution and the macro-environment. In synthesis, this section includes:

- ❑ SWOT analysis

- ❑ Objectives

- ❑ Marketing strategy  
(targeting and positioning)

- ❑ Marketing mix decisions  
and action programs

- ❑ Budget

- ❑ Control

- the external analysis of the market

- the internal analysis of the company



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- ☐ **SWOT analysis**
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## SWOT Analysis!

- Strengths
- Weaknesses
- Opportunities
- Threats

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States the marketing objectives that the company would like to attain during the plan's term.

☐ Quantitative objectives

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☐ Qualitative objectives

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## Common objectives, their performance criteria and main measures

Profit and financial objectives	Profitability	<ul style="list-style-type: none"> <li>•Profit</li> <li>•% Profit / sales</li> <li>•Contribution margin</li> <li>•ROI</li> </ul>
	Contribution to owners	Earnings per share
	Utilization of fixed assets	Capacity utilization
Growth objectives / marketing objectives	% yearly growth	Sales (\$ and volume) Profits
	Competitive strenghts	Market share Brand awareness & preference
	Contribution to customers	Price/quality ratio Customer satisfaction Customer Loyalty
Social responsibilities objectives	Contribution to employees Contribution to society	

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(targeting and positioning)**
- ☐ Marketing mix decisions and action programs
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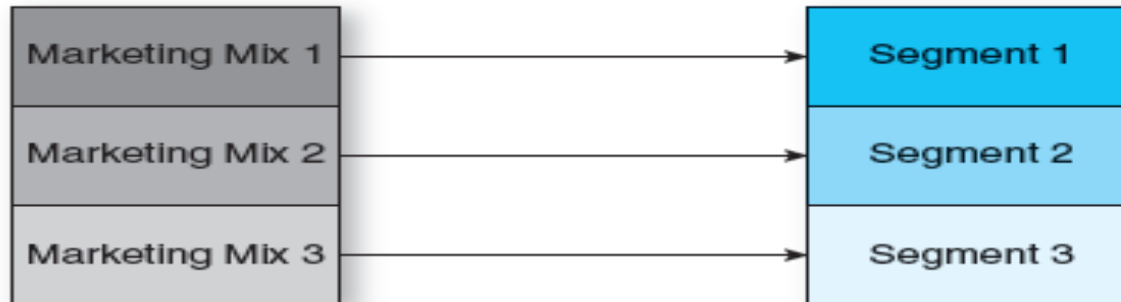
## Targeting

- How many targets? **Concentrated, Differentiated, Indifferentiated strategy**
- **Product / market matrix**
- **Positioning** (taking into consideration the competitive strategy)

# How many targets?



**Undifferentiated Marketing**

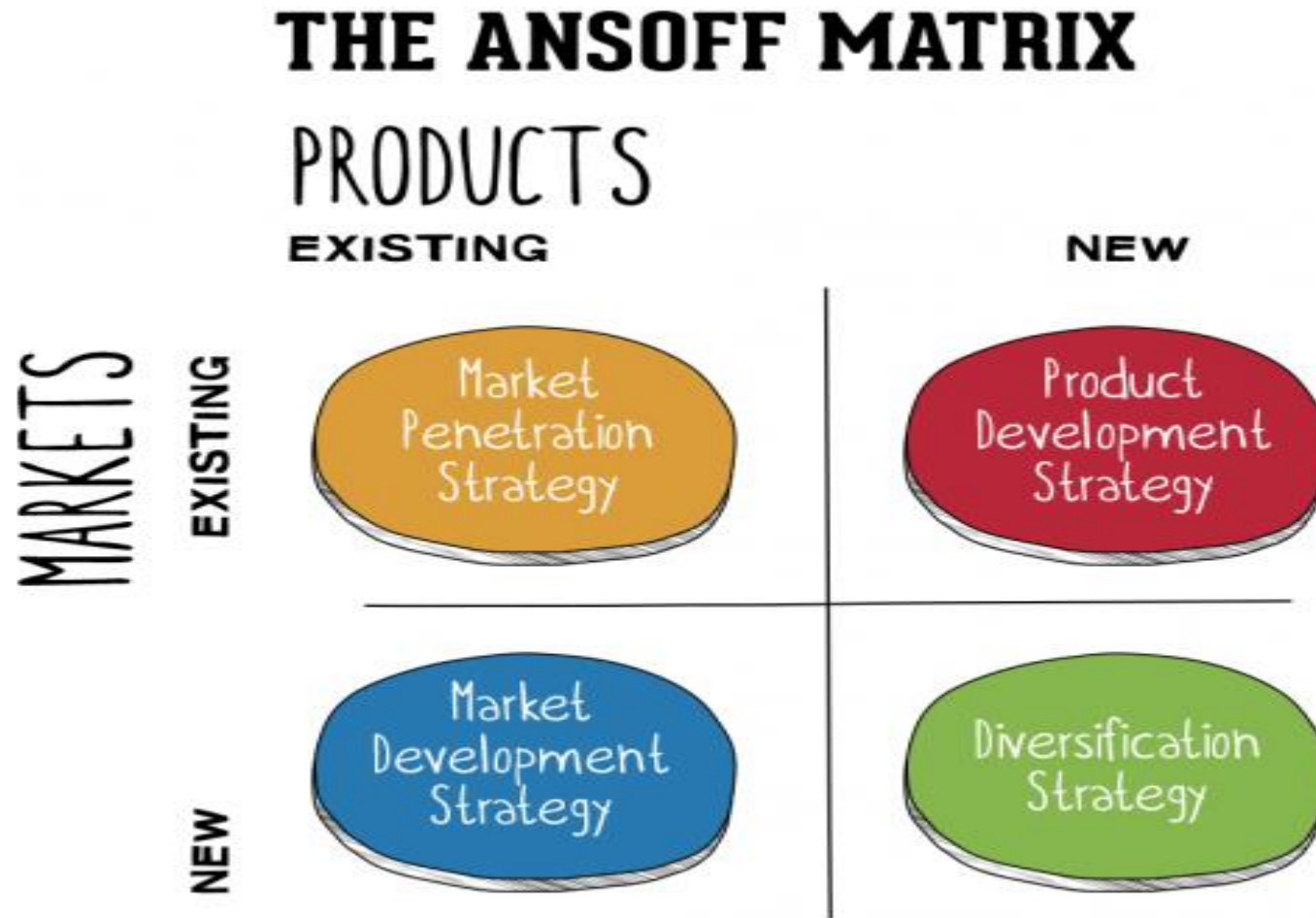


**Differentiated Marketing**



**Concentrated Marketing**

# The Ansoff product / Market matrix



# Contents of a marketing plan

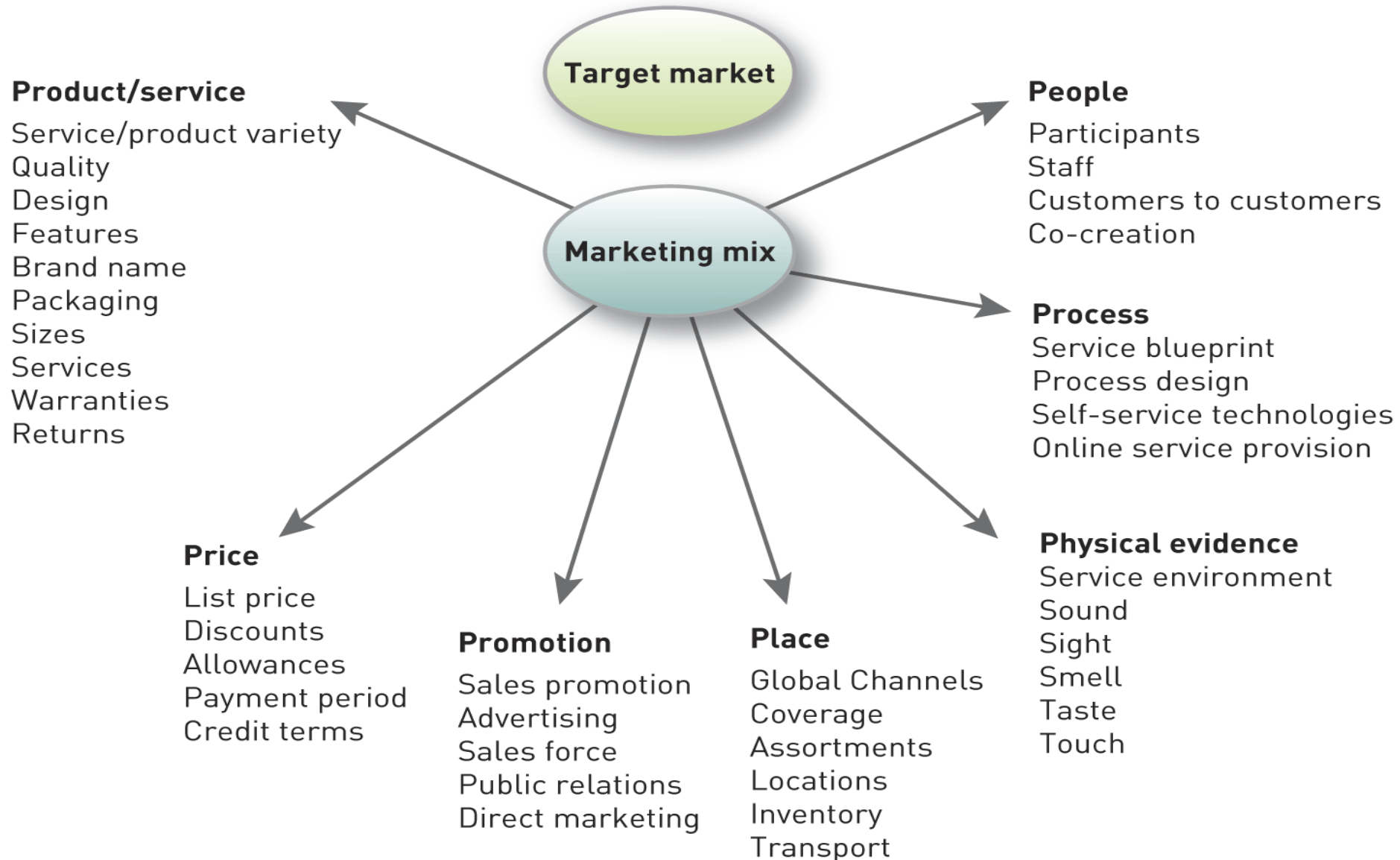
- ☐ Executive summary
- ☐ External and internal analysis
- ☐ SWOT analysis
- ☐ Objectives
- ☐ Marketing strategy (targeting and positioning)

## ☐ **Marketing mix decisions and action programs**

- ☐ Budget
- ☐ Control

It outlines specific strategies and operative decisions for each marketing - mix element and explains how each responds to the threats / opportunities previously pointed out in the marketing plan

# From the 4Ps to the 7Ps of the marketing mix





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  - ☐ **Budget**
  - ☐ Control
- Define a profit & loss statement, with a projected profit:
- Expected revenues** (quantity - price)
  - Expected costs** (production, distribution and promotion cost)
- Once the budget is approved by higher management, it becomes the basis for material buying, production scheduling, personnel planning and marketing operations

# The marketing budget

Gross sales value:  $p \times q$

- Trade Allowances

= Net product sales

← **Top line objectives**  
**(efficacy)**

- Direct delivered costs (DDC)  
(production, distribution, etc.)

= Gross Profit

- Marketing appropriations (MA)

- **Marketing research costs**

- **Communication costs**

- = Profit Before Indirects (PBI)

← **Bottom line objectives**  
**(efficiency)**

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- ☒ **Control**

Control of results and define actions related to products that do not meet the company's goals

Thank You!