

BASIC UNDERSTANDING OF MARKETING CONCEPTS AND THE DEVELOPMENT IN THE 21ST CENTURY

MARKETING

RISKA SEPTIFANI, STP, MP

**DEPARTMENT OF AGROINDUSTRIAL TECHNOLOGY
FACULTY OF AGRICULTURAL TECHNOLOGY
UNIVERSITAS BRAWIJAYA**



Contracts:

- Credits 2/0
- Team teaching → RIS - PAD
- Assessment → 50% UTS; 30% task; 20% quiz
- Coordinator???
- Neat and polite clothes
- Assignment should be submitted on time
- Hp silent



COURSE OUTLINE

Basic understanding of marketing and its development in the 21st century

Marketing Concept and its application in industry

Market Challenge Analysis

Market and marketing research

Strategic Marketing Planning (STP)

Mid-Test

Customer behaviour

Selling management

Marketing mix and competition analysis

Digital Marketing

Marketing Intelligence

Marketing for Business Plan

Final-Test

Marketing in the 21st century



21st
century



New Economic



IT



e-marketing



Benefits of new economic

Customers

- ❑ Improving the **ability of purchasing**
- ❑ Increasing the **variety of products and services** that can be chosen by the consumer
- ❑ Improving the **information** received to support any practice (how to order, how to pay, how to use, etc)
- ❑ Improve the ease in **interacting, placing and receiving** products
- ❑ Improve the ability to **compare the information** contained in the products and services
- ❑ Means more powerful to **influence** friends and public opinion



Benefits of new economic

Company

- Companies can send **ads, coupons, product samples and information** to get consumers (ex: endorsement)
- Companies can **customize deals and services** for each customer
- Internet media can be used to make **purchases, training and recruitment**
- Companies can **improve the logistics and cost savings** when services are performed more appropriately to every consumer (ex: delivery services)
- Improve **communication** with workers and consumers
- Support better access to **research data**



MARKET

- The market is a physical **place** where **buyers and sellers come together** to buy and sell goods.
- Economists define the market as a **set of buyers and sellers who transact over** a particular product or product class.



MARKETING

□ Social definitions

Marketing is the social **process** by which **individuals and groups obtain what they need and want** through creating, offering, and the exchange of products and services freely with others.

□ AMA (The American Marketing Association)

“Marketing is the 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.”



PRODUCTS WHICH CAN BE MARKETED

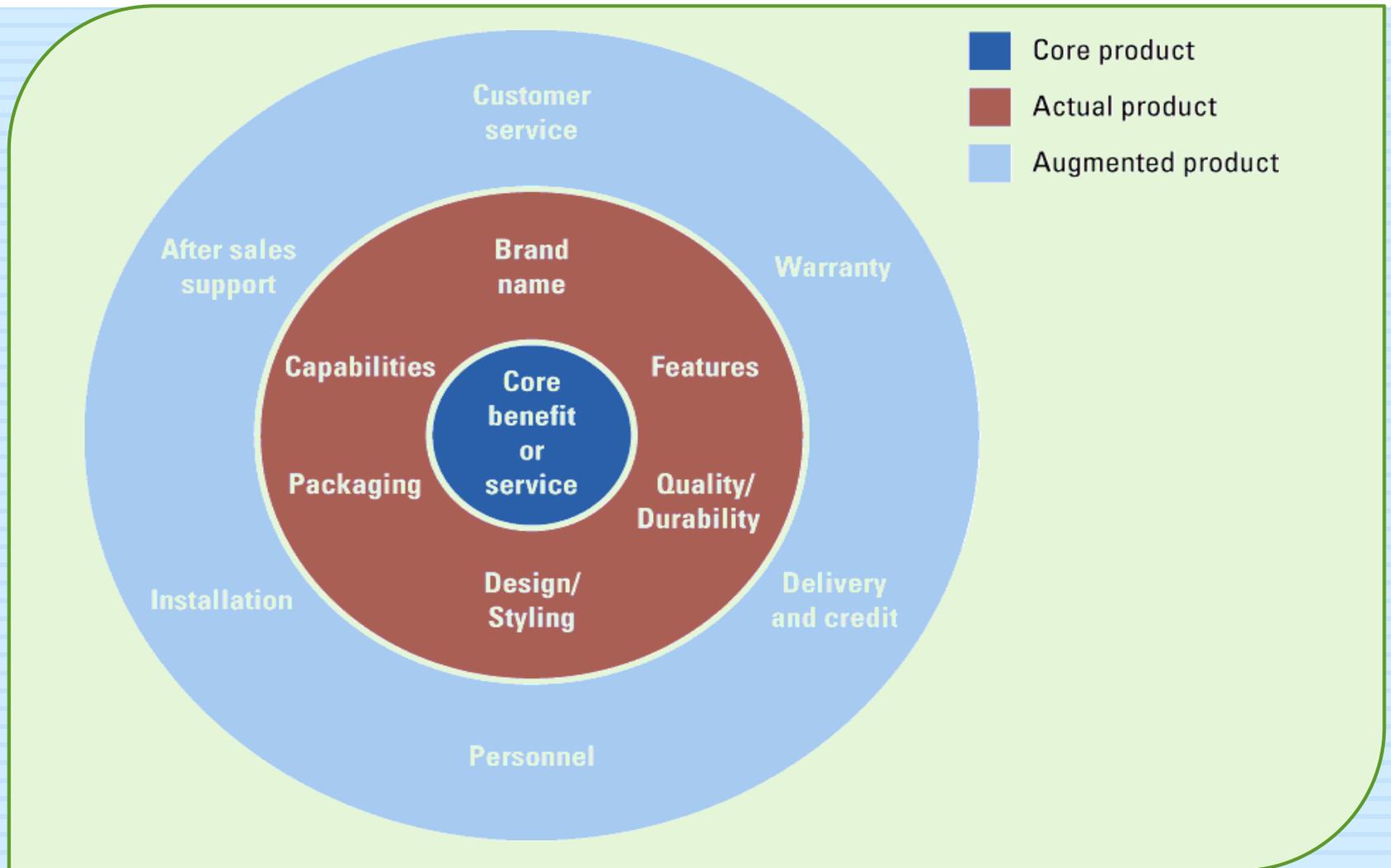
- Goods
- Services
- Experiences
- Event
- Human
- Place
- Property
- Organizations
- Informations
- Idea



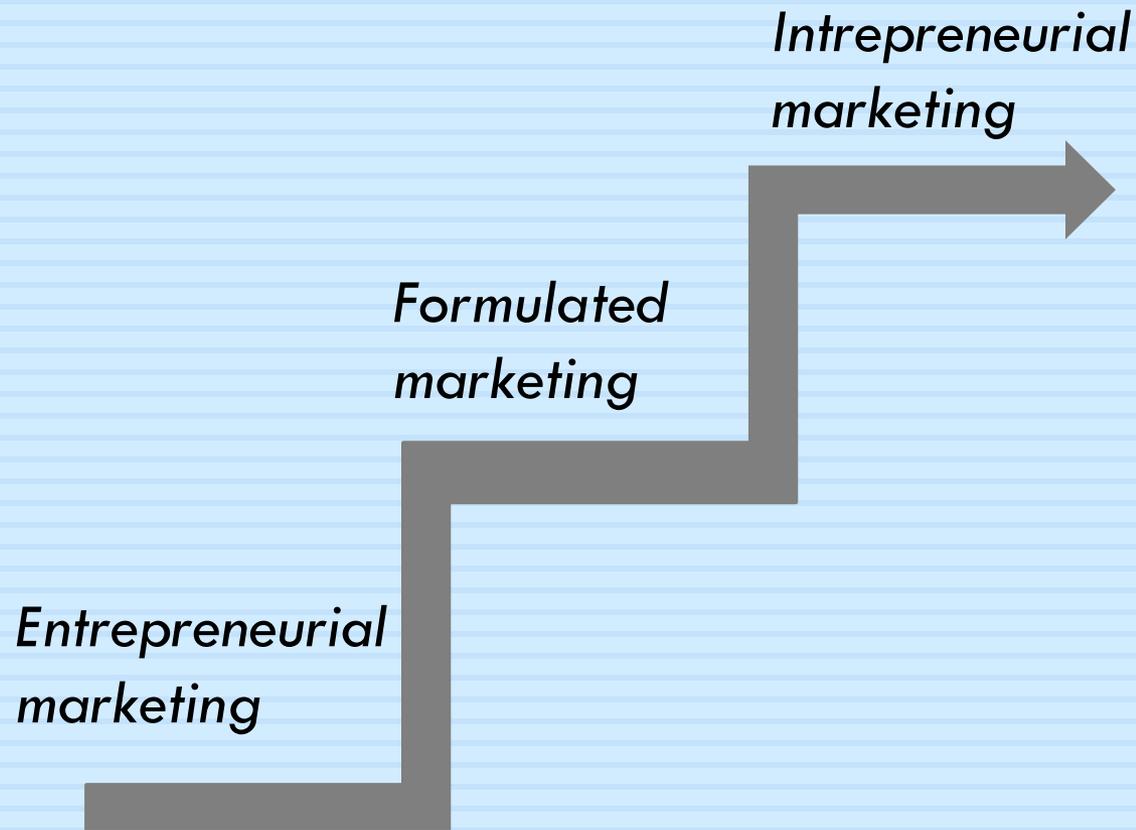
Type of Market

- CONSUMER MARKET
- BUSINESS MARKET
- GLOBAL MARKET
- NONPROFIT / GOVERNMENT MARKET

Core Marketing



MARKETING STAGES



MARKETING BASIC CONCEPT

- Target and market segmentation
- Exchange and transactions
- Market, market space and Metamarket
- Relationship and network
- Marketers and Prospects
- Marketing channel supply Chain
- Needs, desires and demands
- Competition
- Products offerings
- Value and satisfaction



Target and Market Segmentation

- **Demographic segmentation**

By sex, age, income, type of housing and level of education.

- **Geographic segmentation**

Market segment product can attack the geographic-specific geographic

- **Psychographic segmentation**

Segmentation based behaviors, perceptions, beliefs and interests of consumers.

- **Price Segmentation**

Household income varies creates the opportunity to share a few markets along the dimensions of price



Market, Market Place and Metamarket

- **Market**

The physical place where buyers and sellers meet to exchange goods.

- **Market Place**

Digital, such as when people are shopping on the internet.

- **Metamarket**

Images of a group of complementary products and services are inextricably linked in the minds of consumers but spread over a diverse set of industries. For example, metamarket car consists of car manufacturers, new and used car dealers, and insurance companies.



Marketers dan Prospects

- Marketer is someone seeking a **response** (attention, purchasing, voice, donations) from another party, called the **prospect**



Need, Desire, and Demand

- Needs

Terms of human life such as food, air, water, people, and places to stay.

- Desire

The need would be desire when directed to a specific object that is used to meet the needs.

- Demand

Desire to certain products are accompanied by the ability to pay.



Product Offerings

- The product is a form of deals to satisfy the needs and desires of consumers.



Value and Satisfaction

- In marketing, a product is successful if it has value and managed to meet customer satisfaction



Exchange and Transactions

The terms of the exchange are:

1. There are at least two parties
2. Each party has something of value to others
3. Each party is able to communicate
4. Each party is free to accept or reject the offer
5. Each party believes it is in accordance with the desired other party



Relations and Networking

- Network marketing aimed at building long-term relationships with customers, suppliers and distributors.



Supply chain

- The supply chain is a longer channel that extends from raw materials to the consumer until the final product is delivered to the ultimate purchaser.



Competition

- ❑ Brand competition (Toyota - Daihatsu)
- ❑ Industry competition (Toyota - Mercedes Benz)
- ❑ Form Competition (Toyota - Polygon)
- ❑ Generic competition (Toyota - Property)



CONCEPT OF THE COMPANY TO MARKET

- Production concept**

Assume that consumers prefer products that are available in large quantities and is not expensive.

- Product concept**

Assume that consumers prefer products that offer quality, performance, or innovative features best.

- Selling concept**

Assume that consumers and businesses need active promotions to grow and develop

- Marketing concept**

The task of marketing is not looking for the right customers for the company's products, but to find the right product for the customer.

- Holistic marketing concept**

Based on the design, development and implementation of marketing programs, processes and activities that are aware of the extent and nature of interdependence.



Thank you