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Theme:  
Marketing  
management

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# What is Marketing?

Marketing is a social & managerial process by which individuals & groups obtain what they need & want through creating, offering & exchanging products of value with others



# Relevance

- ▶ Marketing is all around us - in all the spheres of consumers relations, starting from offer or using the services of education or health environment and ending by the queue at the post office and a trip in a intercity express train, as well as at various financial transactions.

## Objective

- ▶ studying marketing as the most successful tool for increasing the efficiency of an enterprise

# Marketing era

- ▶ starts to dominate from 1950 - now



# The customer is king



- ▶ The marketing concept recognizes that the company's knowledge and skill in designing products may not always be meeting the needs of customers.



- ▶ It also recognizes that even a good sales department cannot sell every product that does not meet consumers' needs.



- ▶ With the customer's satisfaction the key to the organization, the need to understand the customer is critical.





- ▶ It aims to satisfy customers by guiding the organization to meet the customers' needs and wants while meeting the organization's goals.

# Marketing Mix

Product

Price

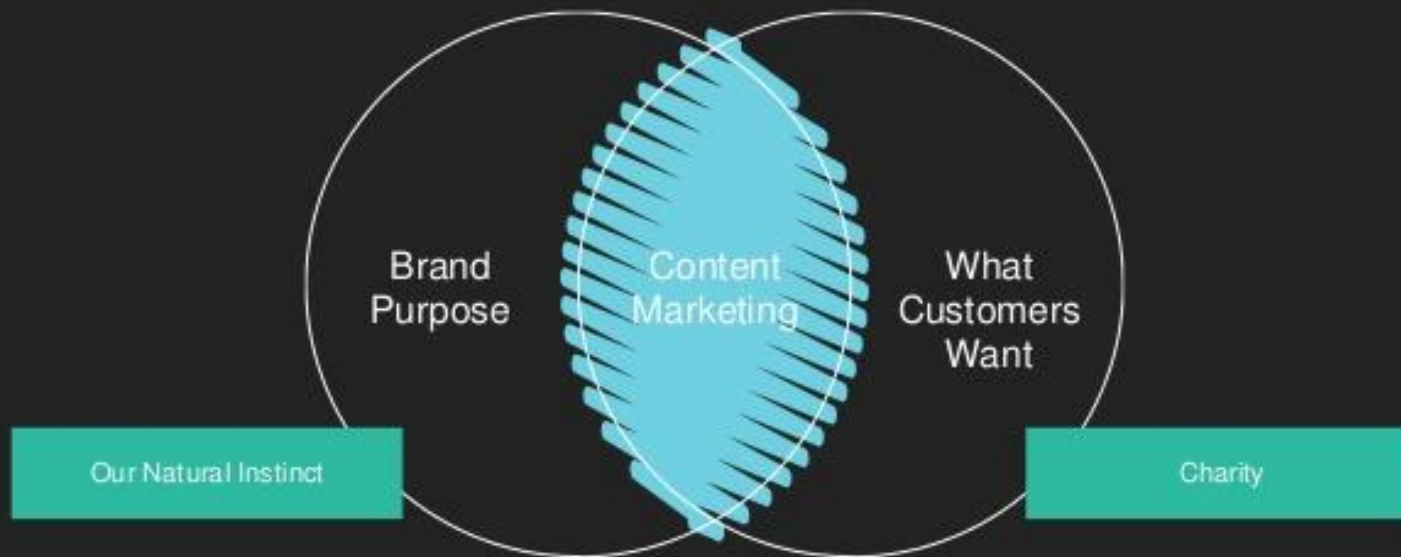
Place

Promotion

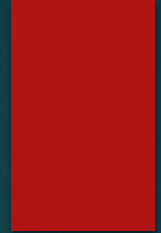
By losing sight of the customers' wants and needs, the owner of the sub shop lost his successful business.



Put Your Customers' Needs First.  
*Make them the hero.*



# Differences:



## ► Sales Concept

1. Focuses on the needs of the seller.
2. is preoccupied with the seller's need to convert his/her product into cash.

## ► Marketing Concept

1. Focuses on the needs of the buyer
2. is preoccupied with the idea of satisfying the needs of the customer by means of the product as a solution to the customer's problem (needs).



Thank you for attention

