

# Introduction to Marketing



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# Where do we see Marketing?

- Commercials
- Newspapers
- Magazines
- Billboards
- Buses
- Park benches
- Pop-ups
- Internet Ads
- Sides of Buildings
- Home mailers
- E-mail
- Social Media
- Infomercials
- Radio
- In movies and TV shows
- In-Store ads
- Celebrity branding

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# The 4 P's of Marketing

- **Product**
- **Price**
- **Promotion**
- **Place**

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# Product – An item that satisfies a need or want

- **Goods, Services, & Ideas** – Products are divided into physical goods, intangible services, and information.
  - Goods – You can see and touch
  - Services – Provided for you by other people
  - Ideas – provide information

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## Product – Target Market

- **Target Market** - A group of customers that the business is aiming for.
- Target market Segmentation:
  - Gender
  - Age Range
  - Level of Income
  - Lifestyle
  - Ethnicity
  - Social Class
  - Religion
  - Culture
  - Occupation
  - Education Level
  - Marital Status
  - Household size
  - Stage in family life cycle
  - Geographical Location
  - Interests
  - Corporations

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Price - The amount a customer pays for the product

- How do you determine value?
  - Production Cost – cost of making the item
    - ✦ Also includes advertising, salaries of employees, cost of running business
  - Selling Price – amount you are charging the customer
  - Profit – amount you are making after subtracting the production cost from the selling price.

<b>Selling Price:</b>	<b>\$25.00</b>
<b>Production Cost:</b>	<b>- \$10.00</b>
<b>Profit:</b>	<b>\$15.00</b>

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## Price

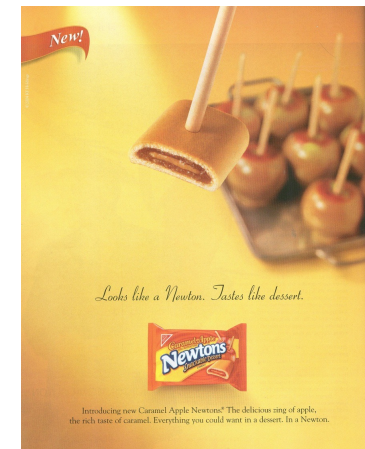
- **Competition:** Another concept to setting price is considering your competitors prices. If your prices are much higher or much lower, that can affect your sales and also how your company is viewed.
  - “This brand costs the most—it must be the best.”
  - “This costs the least—it must be a piece of crap.”
  - “This is way overpriced—I’m not buying it.”
  - “This is expensive, but it’s the only place I can get it.”
  - “This is a great price! I’m getting a good deal!”
  - “I can get this cheaper at store X, I’ll get it there.”
- If you have no competition, you can usually get away with charging more. But it’s only a matter of time until someone copies your idea.



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Promotion - All methods of communication from the marketer to the customer

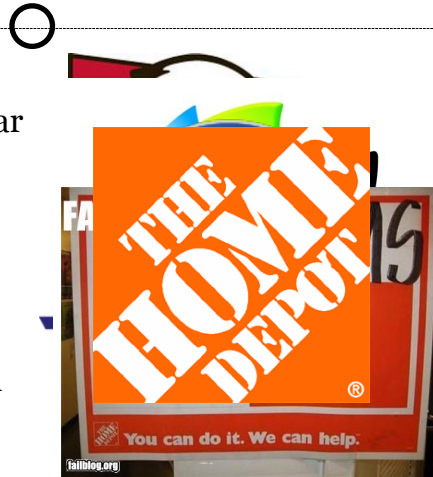
- Goal: Get your product in the customer’s head as much as possible.
  - ◻ Slogans
  - ◻ Logos
  - ◻ Jingles



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**Slogan** - A short memorable phrase to remind the consumer of a product

- 15 minutes could save you 15% or more on car insurance
- Finger-lickin' Good
- The quilted quicker picker upper
- Drivers wanted
- Think outside the bun
- You can do it, we can help.



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**Logo** - A graphic mark or emblem used to aid and promote instant public recognition.



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**Jingles** - A catchy tune that contains lyrics that promote a product.

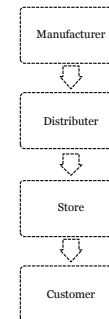
- Toys R Us
- Pillow Pet
- Les Olsen Company
- Meow Mix
- Twinkle Toes
- Red Robin
- McDonalds



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**Place** - Where and how the product is distributed

- Also known as Distribution
  - Differences in Quantity
    - × Large production, small quantity needed
  - Differences in Assortment
    - × Many similar products in one location
  - Differences in Location
    - × From manufacturer to customer
  - Differences in Timing of Production and Consumption
    - × Higher demand different times of the year



**Make products available in the RIGHT place at the RIGHT time in the RIGHT quantities.**

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