



MARKETING

Meeting 11

- Kotler and Lane (2009): Marketing is a social process in which individuals and groups get what they need and want by creating, offering, and freely exchanging products of value with others.
- Ducker (1954): Marketing is not just an extension of sales, marketing is not a specific activity at all, but it is a business as a whole from the point of view of the final results achieved, namely from the customer's point of view. In every business only marketing and innovation that creates income others only create costs.

- **Marketing of Consumer Goods**
that is, products purchased for personal use.
- **Marketing of Industrial Goods**
that is, products that are used by companies to produce other products.
- **Marketing in Services (Service),**
i.e. non-tangible products such as time and expertise or activities that can be purchased.
- **Marketing ideas.**

Marketing Strategy

Market penetration strategy

Market development strategy

Product development strategy

Market segmentation

Segmentation-Targeting-Positioning (STP)



Segmentation
Divide or group markets into several segments



Targeting
Select one or more market segments that are the target market



Positioning
Efforts to communicate the concept of the product to enter the minds of consumers



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*"Everything
changes,
even stone."
- Monet*

Marketing Tactics

Differentiation

- product
- service
- People
- image

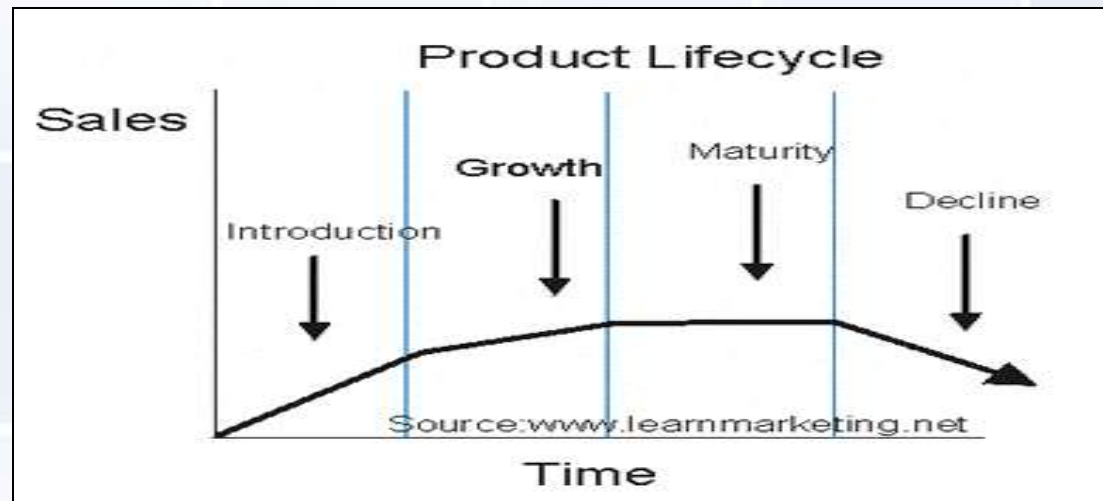
Marketing Mix

- Product
- Price
- Place
- Promotion

Sales

- Fitur selling
- Benefit selling
- Solution selling

Product



Products run through various levels. Product Life Cycle (PLC) shows the stages of growth that can give a picture of company management to make decisions whether the product will be continued or not and when new products should be introduced.

Price

The pricing approach generally includes one or more three equalization tools:

Cost Based Pricing

Value Based Pricing

Competition Based Pricing

Place

Channel 1

- **Direct Distribution of Consumer Products**
- **Producer ---->> User**

Channel 2

- **Retail distribution of consumer products**
- **Producer ---->> Retailer ---->> Consumer**

Channel 3

- **Wholesale distribution of consumer products**
- **Producer --> Wholesaler --> Retailer --> Consumer**

Channel 4

- **Distribution through sales agents**
- **Producer -> Agent -> Wholesaler -> Retailer -> Consumer**

Promotion

Advertising

Newspapers, television, direct mail, radio, magazines, outdoor advertising, internet, virtual advertising

Personal Selling

A very effective form of selling for relationship marketing

Promotion

Sales Promotion

Products get out the crowd, Connect to other media, encourage trial purchases, are more remembered by consumers

Public Relation

Publication of service activities to the general public

end

