



# Marketing Management: An Overview

Understanding the Core Concepts and Strategic Importance

# Introduction to Marketing Management



## What is Marketing?

Identifying customer needs and creating solutions profitably



## What is Marketing Management?

Strategic planning and execution of marketing activities



## Importance

Attracts, retains, and grows customer base

# Core Concepts of Marketing

## Needs, Wants, Demands

Needs: essentials like food

Wants: culturally shaped needs

Demands: wants with purchasing power

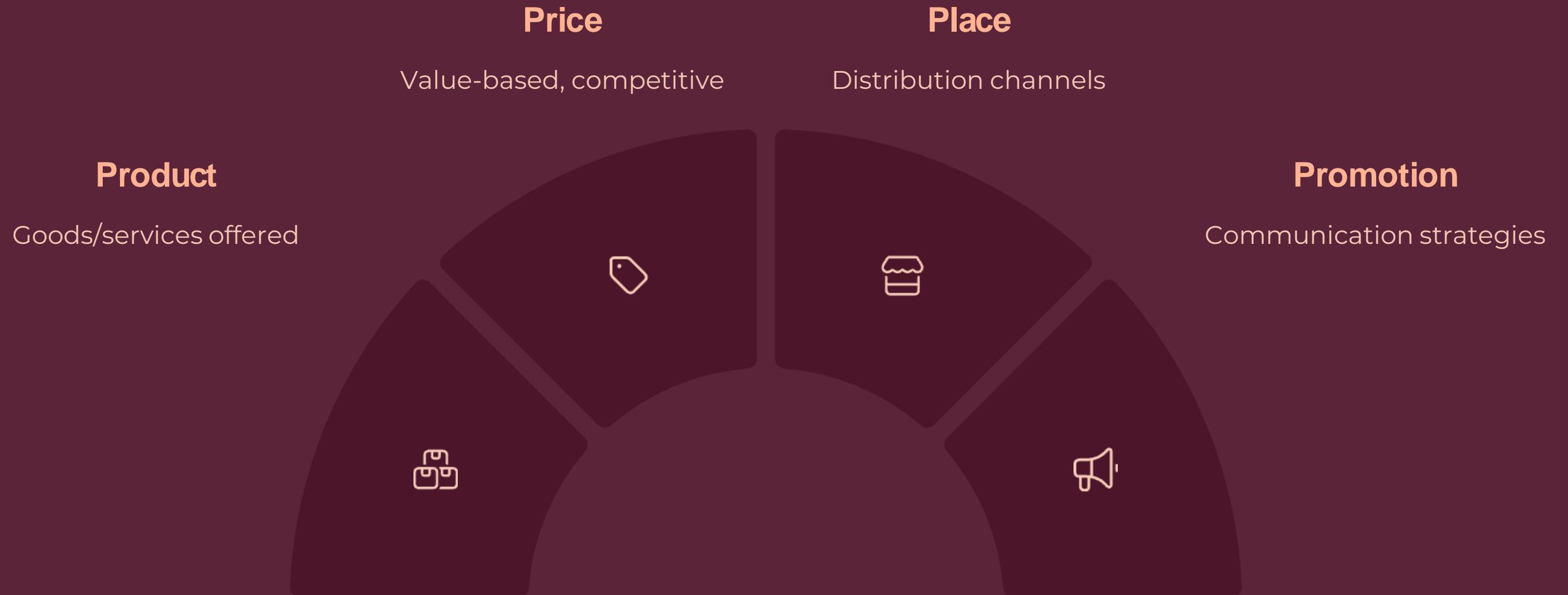
## Market Offerings

Products, services, experiences that fulfill needs

## Value & Relationships

Building long-term customer relationships through satisfaction

# The Marketing Mix (4Ps)



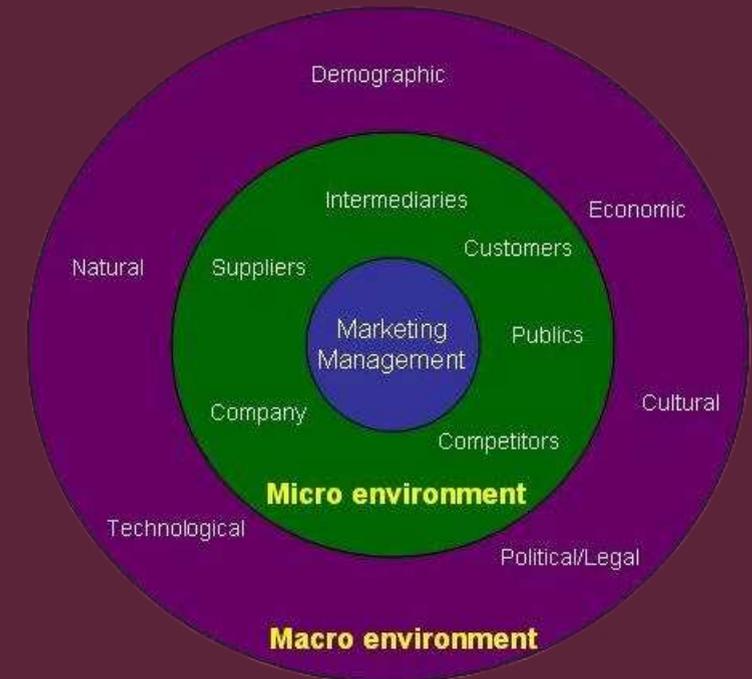
# The Marketing Environment

## Microenvironment

- Customers
- Competitors
- Suppliers
- Intermediaries
- Company

## Macroenvironment

- Demographic
- Economic
- Technological
- Political/Legal
- Cultural



# Segmentation, Targeting, Positioning

## Segmentation

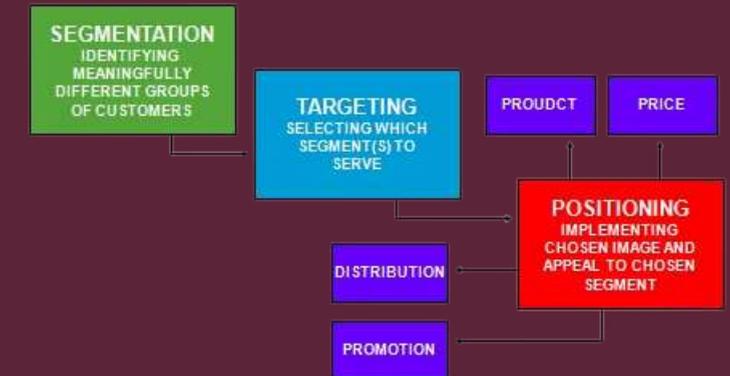
Breaking market into smaller groups by demographics, psychographics, behavior

## Targeting

Selecting profitable segments based on accessibility and fit

## Positioning

Creating distinctive place in customers' minds



# Consumer Behavior



## Need Recognition

Realizing a problem or need



## Information Search

Seeking solutions



## Evaluation

Comparing alternatives



## Purchase Decision

Buying the best option



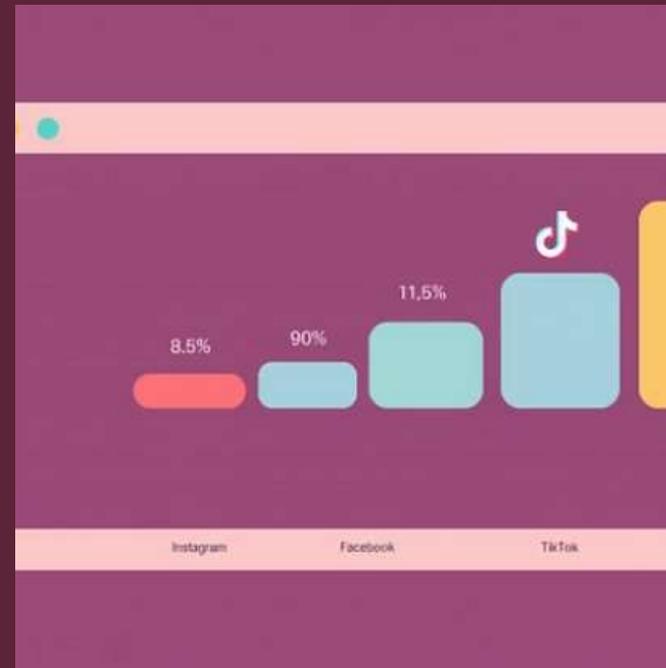
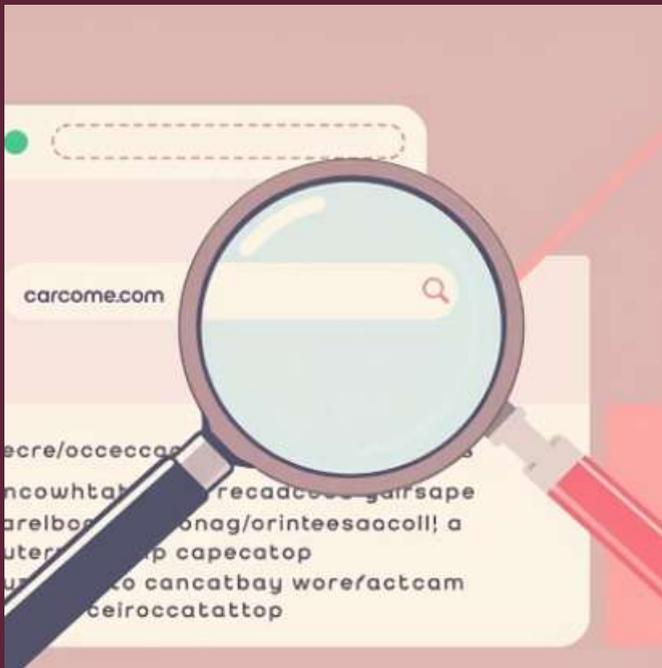
## Post-Purchase

Satisfaction or regret

# Marketing Strategy & Planning



# Digital Marketing and Trends



"Marketing is no longer about the stuff you make, but about the stories you tell." – Seth Godin

# Conclusion

Marketing management is at the heart of every successful business. It's more than just promoting products—it's about understanding customer needs, crafting value-driven strategies, and building long-term relationships.

By effectively managing the marketing mix, adapting to a dynamic environment, and embracing digital innovation, businesses can stay competitive and relevant.

Ultimately, marketing management transforms ideas into customer satisfaction—and satisfaction into success.

*"Good marketing makes the company look smart. Great marketing makes the customer feel smart."* – Joe Chernov