

Introduction on Marketing

Discipline foundations and advances

Enterprise Organization

Themes

Functions

Supply

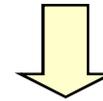
Production

Logistics

Marketing

Quality

R&D



Definition

Marketing Process

Focus

Strategies

Politics

Critical factors

Limits

Relational Marketing

Enterprise Organization

Marketing

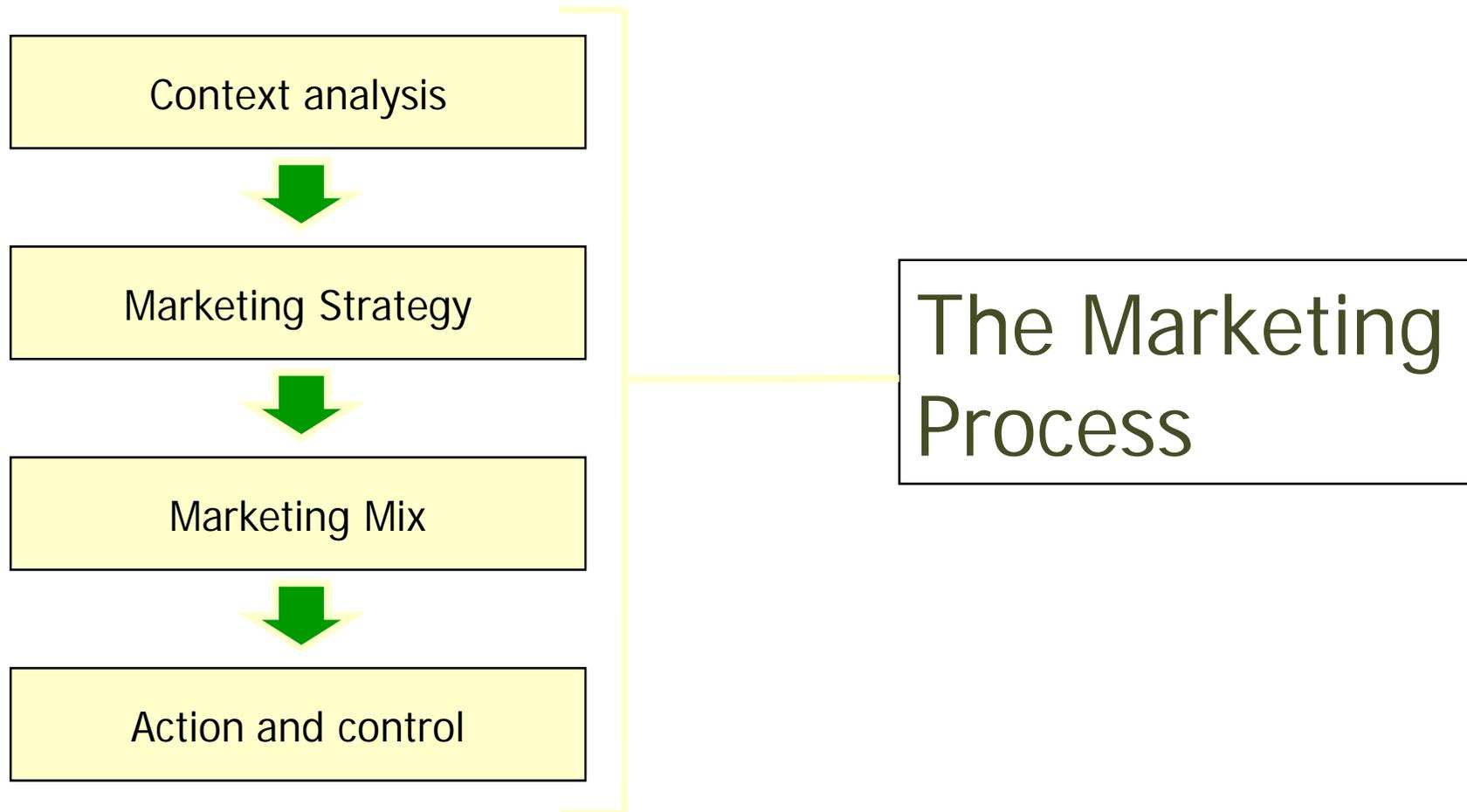
Definition

Marketing is defined by the AMA as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

This replaces the previous definition, which still appears in the AMA's dictionary: "an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders."

Enterprise Organization

Marketing



Enterprise Organization

Marketing



- Enterprise
- Partner
- Clients
- Concurrents
- Physical Context

Enterprise Organization

Marketing



- Segmentation
- Targeting
- Positioning
- Value Proposition

Enterprise Organization

Marketing



- Product
- Price
- Place
- Promotion

Enterprise Organization

Marketing

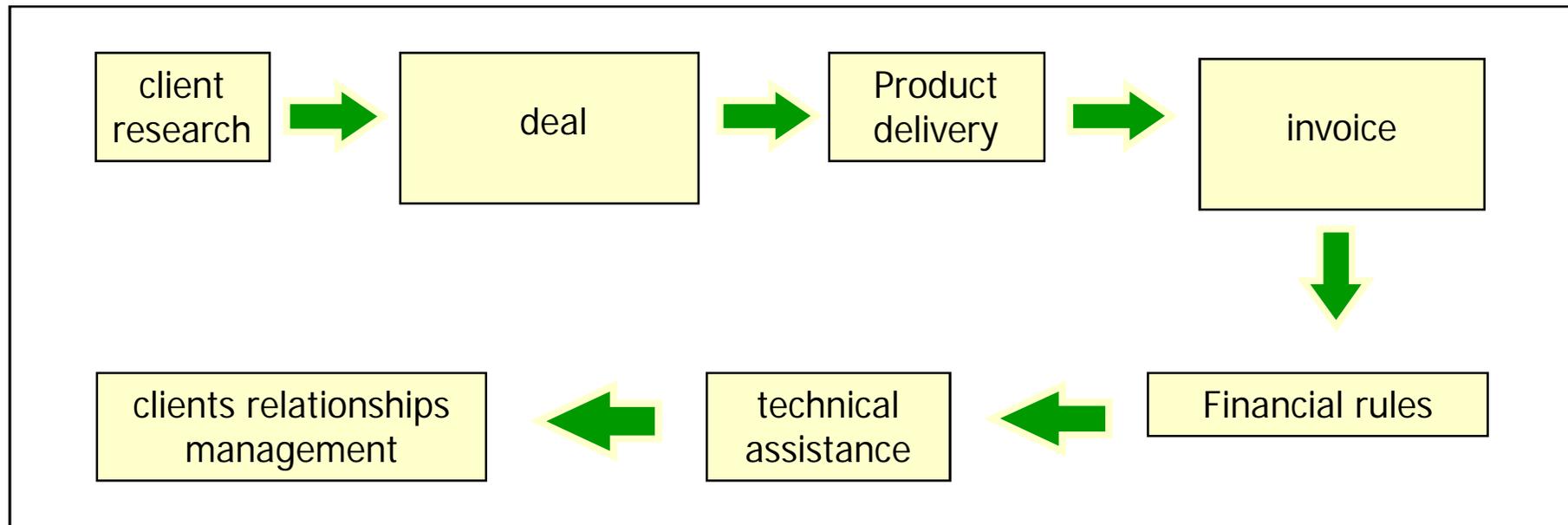


- Marketing Plan
- Product introduction

Enterprise Organization

Marketing

Selling Cycle



Enterprise Organization

Marketing

Marketing policies orientation

CUSTOMER
SATISFACTION
(Quality)

TIME – BASED
COMPETITION

CUSTOMER
RETENTION
(Fidelity)

a) Time to market
Reduction

b) Time to customer
Reduction

c) Flexibility (upon
changes in clients
needs)

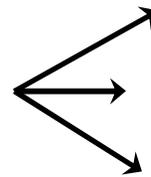
Enterprise Organization

11

Marketing

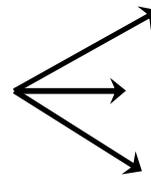
Consumer behaviour

Buying process



- concurrent needs
- concurrent goods/services
- concurrent brands

Buying impulses



- rational
- emotive
- irrational

Mind the relation between price and available financial resources

Enterprise Organization

Marketing

MARKETING STRATEGIES

- **INDIFFERENTIATED MARKETING :**

Considers market being homogeneous

- **DIFFERENTIATED MARKETING:**

Is targeted towards several great market segment with different marketing programs

- **CONCENTRATED MARKETING:**

Is targeted to one, or just a few, market segment with a unique marketing program

Enterprise Organization

13

Marketing

Strategical issues on product policies

Offer width

Differentiation of assortments

Productions innovation and originality

Choices variety (products, brand, packaging, etc)

Enterprise Organization

14

Marketing

Depth, range and choice

Range

Settore "A"

Settore "B"

Settore "C"

Choice

	Linea 1	Linea 2	Linea 3	Linea 4	Linea 5	Linea 6	Linea 7	Linea 8
Depth	MOD 11	MOD 21	MOD 31	MOD 41	MOD 51	MOD 61	MOD 71	MOD 81
	MOD 12	MOD 22	MOD 32	MOD 42	MOD 52	MOD 62	MOD 72	MOD 82
	MOD 13		MOD 33	MOD 43	MOD 53		MOD 73	

Enterprise Organization

Marketing

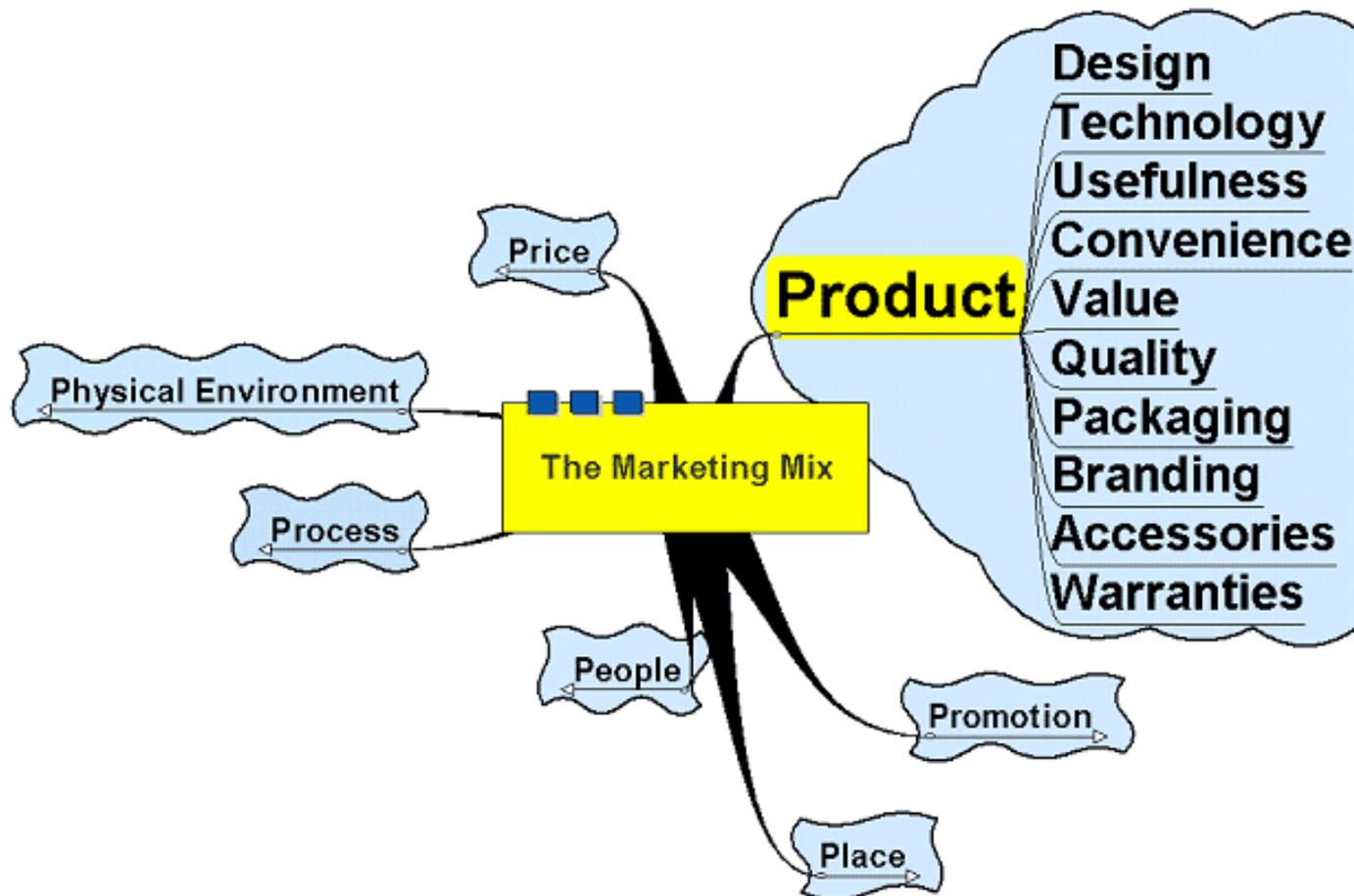
Price



Enterprise Organization

Marketing

Product



Enterprise Organization

Marketing

Promotion



Enterprise Organization

Marketing

Place



Enterprise Organization

Marketing

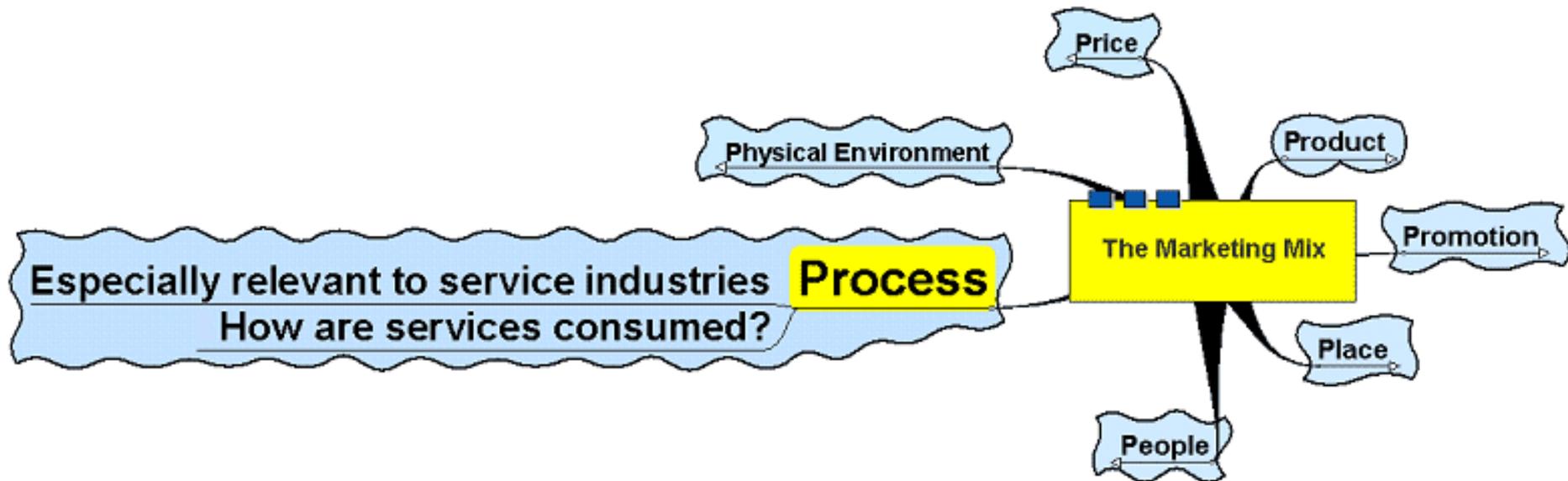
People



Enterprise Organization

Marketing

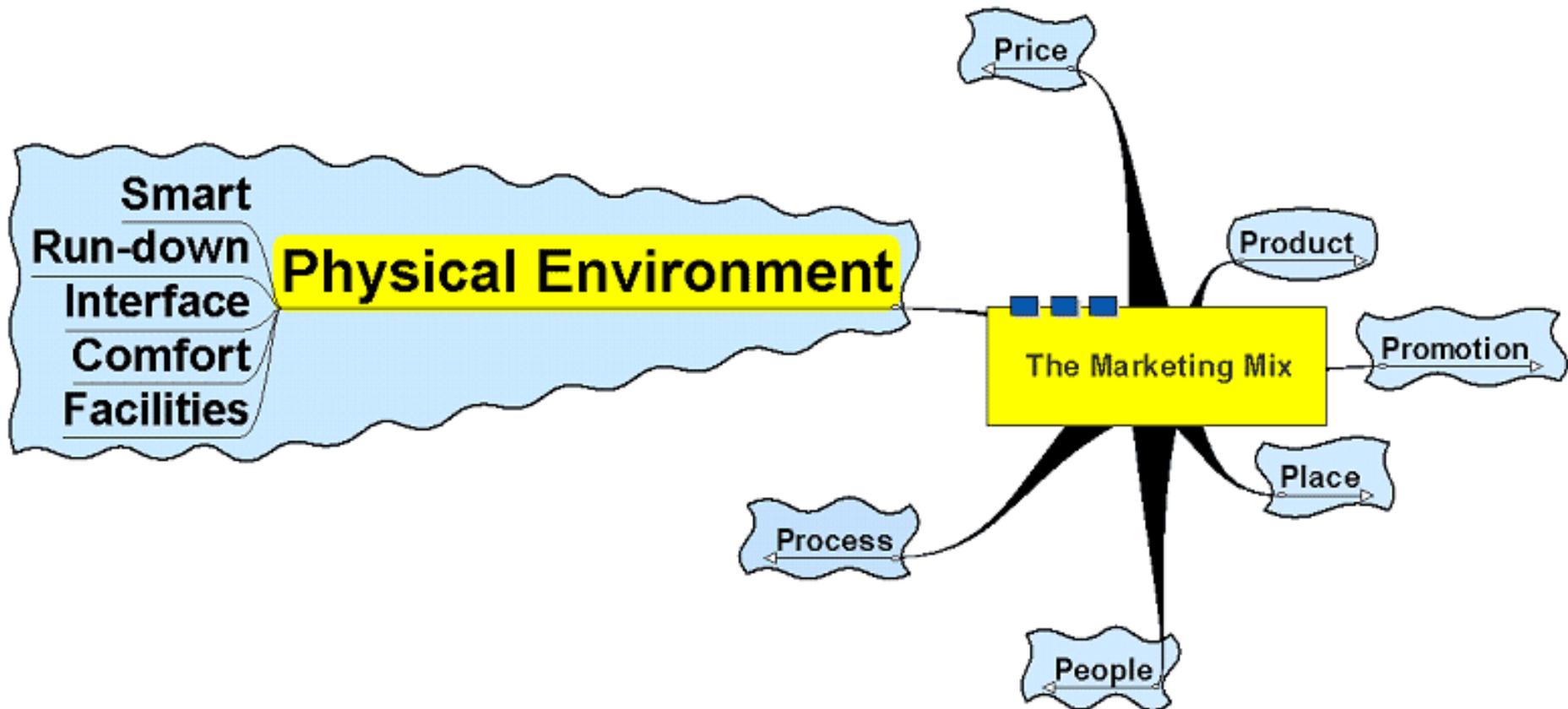
Process



Enterprise Organization

Marketing

Physical Environment



Enterprise Organization

Marketing

Traditional Marketing limits

Traditional marketing is too much focused on product, interpreting clients as consumers (just capable of giving input for strategies definition).

Marketing Mix (4P) doesn't grant enough importance to clients and to stable relationships with them, thus missing to consider clients as a pillar of value creation process (Value Constellation, Relational Marketing), as a strategic resource for competitive advantage.

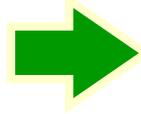
This has been referred to as Marketing Mix "Miopia".

Enterprise Organization

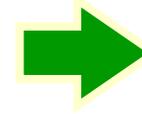
Marketing

Passage from...

Marketing
Mix



**Internal
Marketing**



**Relational
Marketing**

Integrated Marketing



Total relational Marketing

Enterprise Organization

Marketing

Marketing Mix

Transactional Marketing



Client

Passive, anonymous, target

Time

Short run

Quality

produced

Strategic issues

Mkt Mix

Relational Marketing

Interactive Marketing



Client

Strategic actor

Time

Long run

Quality

perceived

Strategic issues

Client interaction
Client participation to production
process

Enterprise Organization

Marketing

Relational Marketing

Marketing goal becomes to keep clients loyal, rather than to increase the market, not caring about the offered service quality.

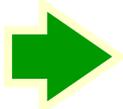
Business capacity to stabilize relationships with clients through a reciprocal exchange and fulfillment of promises.

Enterprise Organization

Marketing

Relational Marketing

Long run relationships with clients may be interpreted as relationships' life cycle:



First contact phase. To create the interest of potential clients, thus actions are limited to traditional marketing mix (with focus on communication).



Purchase phase. The attention switches from purchase to service promises definition: traditional marketing mix tools (publicity and promotions) are coupled with interactive marketing ones (direct communication with potential buyers).



Consumption phase. Enterprises have to maintain promises. Relational marketing comes to the fore.

Enterprise Organization

Marketing

Internal Marketing

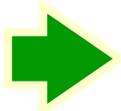
Since quality depends so much on the participation of everyone among the producer organization, to strengthen service culture in employees and to foster relational marketing approaches internal marketing programs are to be done (i.e. training, communication, focus groups, etc.).

Internal marketing focuses on the increase about client attention both of managers and employees. The first client of every organization, in fact, is the internal one, thus he is the first to be satisfied! The clear determination of roles, hierarchy, methods, activities strongly influences perceived quality of clients.

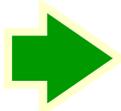
Enterprise Organization

Marketing

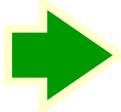
Integrated Marketing



External marketing: traditional mkt management, focused on creating expectations delivering promises to market.



Internal marketing: focused on the creation and maintenance of service culture and client orientation within the organization, necessary to create the premises to fulfill the promises.



Relational marketing: relational management among employees and clients, to stabilize relationships and fulfill promises.

Enterprise Organization

Marketing

Total relational Marketing

Businesses in contact with their clients in value co-creating logics deliver a new concept of marketing.

Total relational Marketing is marketing based on relations, networks and interactions; it is based on win win interactions with clients and stakeholders, and value is co-created jointly among involved parties.