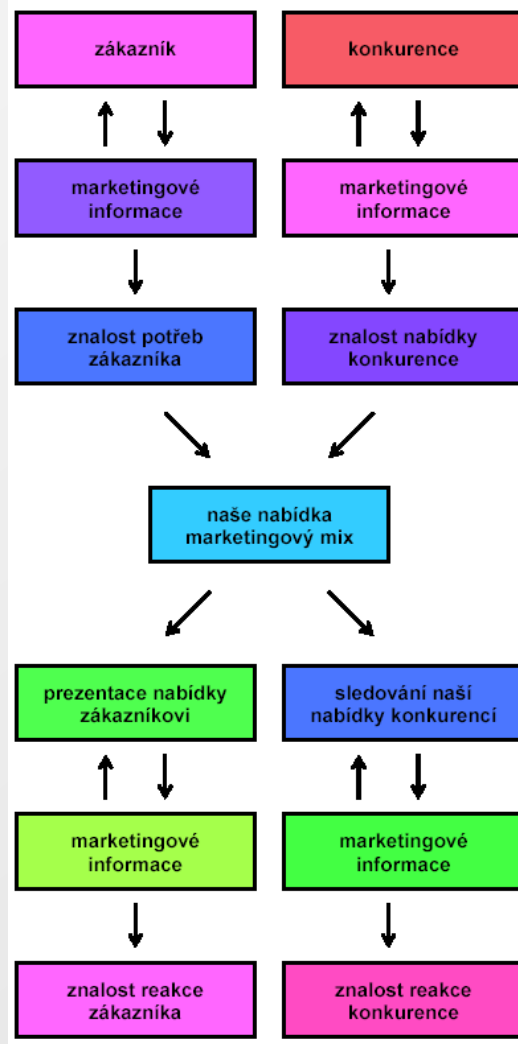




MASARYKOVA UNIVERZITA

Principles of marketing

Chapter 1



Customer 's satisfaction:

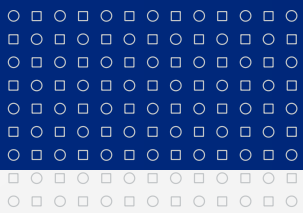
- *product* - quality and design,
- *sale activities*,
- *organization culture*.

Basic principles of marketing:

1. Customer is the most important,
2. Product should be useful for him - benefits,
3. Markets are heterogeneous - segmentation,
4. Markets and customers are changing.

Definition

Marketing is defined by the American Marketing Association [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."*



Value *for customers, clients,
partners, and society at large.*



Marketing or sale?

*Marketing
philosophy?*

Entrepreneurial conceptions:

- product,
- production,
- sale,
- marketing,
- social.

Děkuji za pozornost.

Tento projekt je spolufinancován Evropským sociálním fondem a státním rozpočtem České republiky.



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ