





Module IV – Time Management

Topic 4: Marketing Plan

Session 1: Introduction



Outline

- I- The History of Marketing
- II- Purpose of Marketing
- III- Marketing Objectives
- IV- Marketing Benefits
- V- The 4 Ps of Marketing



Definition 1

- “Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events (people, places) to create and maintain relationships that will satisfy individual and organizational objectives.”





Definition 2

- “Marketing is the business activity of presenting products or services to potential customers in such a way as to make them eager to buy. Marketing includes such matters as the pricing and packaging of the product and the creation of demand by advertising and sales campaigns.”





Definition 3

- “Marketing is a function that works to persuade customers to behave in a way that improves a product's performance.”





Definition 4

- “Marketing is 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.”





Definition 5

- “Marketing is the total system of business activities designed to plan, price, promote , and distribute want-satisfying products to target markets to achieve organizational objectives.”
(The Marketing Mix)





I- The History of Marketing

- Phase 1: 1450-1900: Printed Advertising
- Phase 2: 1920-1949: New Media
- Phase 3: 1950-1972: Marketing is Born
- Phase 4: 1973-1994: The Digital Era
- Phase 5: 1995-2020: The Era of Social Media





II- Purpose of Marketing

- Marketing is the process of getting people interested in your company's product or service.
- This happens through market research, analysis, and understanding your ideal customer's interests.
- Marketing pertains to all aspects of a business, including product development, distribution methods, sales, and advertising.





III- The 10 Marketing Objectives

- 1. Increase brand awareness among the target audience
- 2. Increase market share
- 3. Launching a new product
- 4. Improve Return on Investment (ROI)
- 5. Introduce the company into new international or local markets





(Objectives)

- 6. Increase business profits
- 7. Optimize the conversion funnel
- 8. Capture new leads
- 9. Customer loyalty
- 10. Increase sales



IV- Marketing Benefits

- 1. Raising Brand Awareness
- 2. Generating Traffic
- 3. Increasing Revenue
- 4. Building Trust in Your Brand
- 5. Tracking Your Metrics





V- The 4 Ps of Marketing

- Product
- Price
- Place
- Promotion



Thank you