

2.4

MARKETING CONCEPT AND ITS IMPORTANCE IN BUSINESS

What are we going to do today

Timeline and main activities 4 HOURS

- **Presentation** of the theoretical part (45 min)
- **Brief discussion** and comments on the topic (10 mn)
- **Activity one:** "What is a market?" (40 min work in group from 3 to 5 people)
Break (10 min)
- **Activity two:** "What is the marketing?" (40 min – individual work)
Activity three: "Why is the S.W.O.T. Analysis? so important " (45 mn - individual work)
Break (10 min)
- **Questions and wrap up session** (25 mn)
- **Evaluation** (15 min)

Overall description

The goal of this session is to understand what Marketing Concept is.

Marketing concept is preoccupied with the idea of satisfying the needs of the customer by means of the product as a solution to the customer's problem (needs).

The Marketing Concept represents the major change in today's company orientation that provides the foundation to achieve competitive advantage.

In short, the marketing concept is important because it defines how your company will drive business and flourish. It states that a company's primary job is to satisfy the needs of the customer. This is accomplished by determining what the market wants and then best adapting your product or service to match.

Key learning points

- Introduction to marketing
- Marketing terminology
- Role of marketing in business concept of market
- Market actors
- Environmental analyst
- Competitors
- S.W.O.T.
- Segmentation, targeting, positioning



What will you prepare during this session	During this session, you will prepare three activities about the marketing concept. You will learn the use of S.W.O.T. Analysis.
To do list AFTER this session	It's very important to review the theoretical part and your own activities. It is also important to take note of how useful it can be for your personal business
Additional comments and instructions	None

