

# MARKETING CONCEPT AND ITS IMPORTANCE IN BUSINESS

M 2.4

# Why we are here today / expectations

- Learn the market → know how “to move” correctly
- Learn the market actors, the competitors → problem or opportunity?
- Why is important the market in business  
are serving. → A key part for understanding your business idea and the market you
- Learn the S.W.O.T. Analysis → identify areas of your business that are performing well
- Marketing Mix → Helps with planning, developing and executing effective marketing strategies



# List of topics

(as in syllabus/ theoretical part)

- 📌 Introducing to marketing
- 📌 Marketing terminology
- 📌 Role of marketing in Business Concept of Market
- 📌 Market actors
- 📌 Environmental analyst
- 📌 Competitors
- 📌 S.W.O.T. Analysis
- 📌 Segmentation, Targeting, Positioning



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# Learning points

(as in syllabus/ theoretical part)

- ❖ ● Identify the concept of marketing
- ❖ ● Present the main terminology in Marketing
- ❖ ● Explain market research processes and competitive advantage formation
- ❖ ● Specify a marketing mix
- ❖ ● Introduce basic trends modern marketing in business

Source Image:

<https://medium.com/@anmolkohli1996/the-marketing-concept-94676e40e38a>



# Main activities / structure of the session

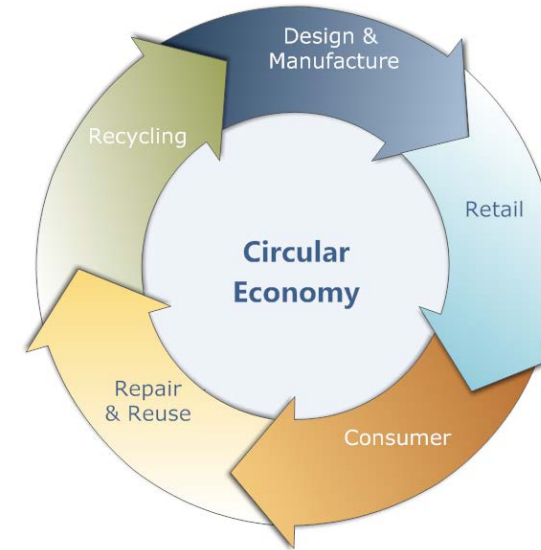
## (theoretical, practical,...)

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

# What are you expected to produce

(list of concrete outputs)

- Increased knowledge on the key the topics tackled by the project: circular economy approach, new economy practices, sustainability, finance literacy and business planning.
- Increased ability to make informed choices in their personal and professional life, with a more opportunities for upskilling moments and social mobility
- Demonstrate new thinking abilities and innovative performance for new ideas implementation
- Analyse complex systems across different domains
- Develop several ideas and opportunities to create value, including better solutions to existing and new challenges



Source Image: <https://www.eurolabitalia.it/il-piano-dazione-dellue-per-leconomia-circolare/>

# Overview on the theoretical part

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

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.

# Concept of market

A market is defined as the sum total of all the buyers and sellers in the area or region under consideration.

The area may be the earth, or countries, regions, states, or cities.

The value, cost and price of items traded are as per forces of supply and demand in a market.

The market may be a physical entity, or may be virtual. It may be local or global, perfect and imperfect.



# What is marketing?

Marketing is a business term that experts have defined in dozens of different ways. In fact, even at company level people may perceive the term differently.

The American Marketing Association's (AMA Board) definition is:

*"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"*

<https://marketbusinessnews.com/financial-glossary/marketing-definition-meaning/>

# Role of marketing in Business

It serves as the face of your company, coordinating and producing all materials representing the business.

It is the Marketing Department's job to reach out to prospects, customers, investors and/or the community, while creating an overarching image that represents your company in a positive light.

# Market actors, competitors

The elements that play a role in the marketing process can be divided into three groups:

- **customers,**
- **distributors,** and
- **facilitators**

In addition to interacting with one another, these groups must interact within a business environment that is affected by a variety of forces, including governmental, economic, and social influences.

# Environmental Analysis (Pestel Model)

The first step of the project consists in the environmental analysis that **is constituted by two main parts.**

The first one is the analysis of the external environment, namely the market you want to move into, made using the **PESTEL model** and the **PORTER's model** to analyse the rivalry.

**A PESTEL analysis helps an organisation identify the external forces that could impact their market and analyse how they could directly impact their business**

# Environmental Analysis (Porter Model)

This model was developed in 1979 by Michael Porter of the Harvard Business School as a simple way of assessing and evaluating the competitive strength and position of a company.

The basic idea is to identify where power currently lies within the ecosystem, and to determine if new ideas, products, and services may be profitable.

# Environmental Analysis (S.W.O.T. Analysis)

The second part covers the internal analysis made using **the SWOT analysis model** to know the current company's situation in the market you are working in (or you want to move in).

SWOT is an acronym for Strengths, Weaknesses, Opportunities and Threats. It is a tool commonly used by businesses when future planning to highlight both internal and external factors affecting the business.

The Strengths and Weaknesses are Internal, while Opportunities and Threats are External.

# Segmentation: Make Sense of The Market

The first step is to make sense of the different needs within the market with segmentation. This is simply dividing the market up into clearly identifiable and distinct groups with similar needs.

# Targeting: Decide On the Best Customers To Serve

The next stage in the STP model is targeting.

Now the market is split into segments of similar customers, the second step is to decide on the best segment(s) to serve and tailor our offering to which is targeting.

**So which customers do we choose?**



# Positioning: Stand out from competitors

The target market is now clear – we understand their needs.

Positioning is **the space that we want to occupy in the minds of the customer**, relative to our competitors. In order to create this position, we need to be clear on how we will compete, based on an understanding of what our target customers want, so that our positioning is appealing to them.

# Activity One

## “What is a market?”

**(40 mn) - Work in group from 3 to 5 people**

- 1) Participants will have learned the theoretical part.
- 2) Division of participants into groups.
- 3) Deliver the "customized" format to every group, paper and pens.
- 4) Explaining to participants (divided into group) the task of the activity.

The aim of the activity is learning with other persons, share their thoughts, improve personal abilities.

# Activity Two

“What is the marketing?”  
(40 mn) – Individual work

- 1) Each of participants have learned the theoretical part.
- 2) Each of the participants has in front of him the annex n. 4, paper and pens.
- 3) Explaining to participants the task of the activity.

# Activity Three

“Why is the S.W.O.T. Analysis so important?”

(60 mn) – Individual work

- Each of participants have learned the theoretical part.
- Each of the participants has in front of him the annex n. 3, paper and pens.
- Explaining to participants the task of the activity.

# What we achieved today: our results

Now, participants can:

- Describe the concept of marketing and identify its significance;
- Illustrate the concept of marketing;
- Explain the terminology of marketing;
- Specify the role of marketing in business