



Lesson 02

Marketing and Marketing Mix

characteristics = features
 marketer = marketeer
 Market orientation=
 market- driven= market-
 led

profit ≠ Non-profit

Marketing: is the process of planning, designing, pricing, promoting and distributing ideas, goods and services, in order to satisfy customer needs, so as to make a profit. A Companies point out how the special characteristics or features of their products and services possess particular benefits that satisfy the needs of the people who buy them. Non-profit organizations have other, social, goals, such as persuading people not to smoke, or to give money to people in poor countries, but these organizations also use the techniques of marketing. In some places, even organizations such as government departments are starting to talk about, or at least think about their activities in terms of the marketing concept.

The four Ps: are:

Product: deciding what to sell

Price: deciding what prices to charge.

Place: deciding how it will be distributed and where people will buy it.

Promotion: deciding how the product will be supported with advertising, special Windows activities, etc.

A fifth P that is sometimes added is

Packaging: all the materials used to protect and present a product before it is sold.

The four Ps are a useful summary of the marketing mix, the activities that to combine successfully in order to sell. The next four units look at these activities in detail. You have Promotion To market a product is to make a plan based on this combination and put it into action.

A marketer or **marketeer** is someone who works in this area.

Market orientation: Marketers often talk about market orientation: the fact that everything they do is designed to meet the needs of the market. They may describe themselves as market- driven, market-led or market-oriented.

Reference: Bill Mascull , **Business vocabulary in use**, Cambridge University Press, 2002

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