

# 9. MARKETING



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

Výuka jazyků  
prostřednictvím ICT

CZ.1.07/1.1.10/03.0026

# MARKETING

is a series of activities aimed at both meeting customers' needs and making appropriate profit in return



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# MARKET RESEARCH

is an essential activity of marketing

- Necessity of market segmentation
  - Demographics
  - Geography
- Research focused mainly on
  - Products
  - Competition
  - Consumers
  - Prices



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# MARKETING STRATEGY

a decision-making process which should lead to permanently positioning the firm on the market

- Basis of marketing strategy “STP“:
  - Segmentation
  - Targeting
  - Positioning
- Different strategies
  - Growth strategy
  - Competitive strategy
  - Innovative strategy
  - Market niche strategy

# MARKETING MIX

- is a set of marketing tools (used from the 1950s) :
  - Product: assortment, quality, design, warranty, service
  - Price: value of the product, terms of payment, discounts
  - Place: target market, distribution channels, logistics
  - Promotion: ways of presenting products to customers
- A new theory known as four Cs is more customer-oriented:
  - Consumer
  - Cost
  - Convenience
  - Communication

# PRODUCT

- Goods or services, packaging, complementary service
- Different categories:
  - Convenience goods – food, drinks, toileteries
  - Shopping goods- cars, furniture
  - Specialty goods – e.g. sewing machine
- Product life cycle:
  - Introduction
  - Growth
  - Maturity
  - Decline

# PRICE

- reflects value of the product
- Price is affected by many other factors:
  - Manufacture costs
  - Competition
  - Market environment
  - Quality of product
  - Distribution channels
- Different strategies:
  - Economy – low costs and prices
  - Penetration – low prices to get to the market
  - Premium – high price – unique product



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# PLACE

- Manufacturers sell their products
  - Without intermediaries
  - Using intermediaries – wholesalers, retailers, agents, distributors
- Distribution intermediaries form a chain called a distribution channel

# PROMOTION

- is a wide range of activities and forms:
  - advertising, exhibitions, commercials, free gifts, vouchers
- Basic rule of marketing sales – AIDA:
  - A for attention
  - I for interest
  - D for desire
  - A for action