

best  
satisfy



# the marketing concept

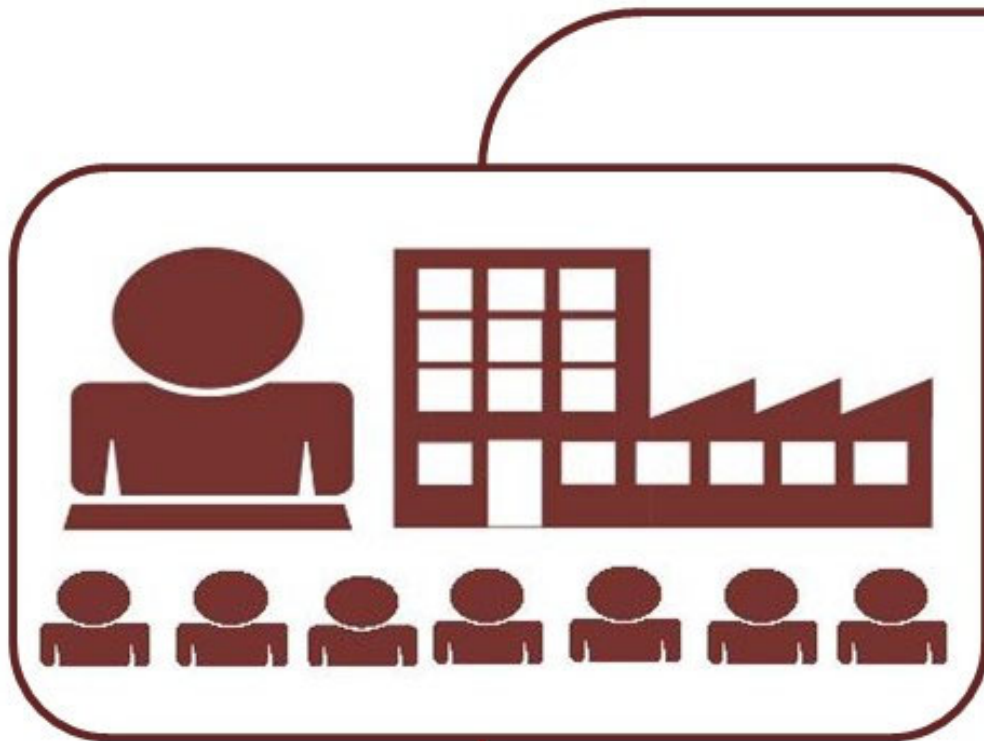
*The premise is that:*

organisations that best  
satisfy the needs of their  
customers are best placed  
to satisfy their own needs

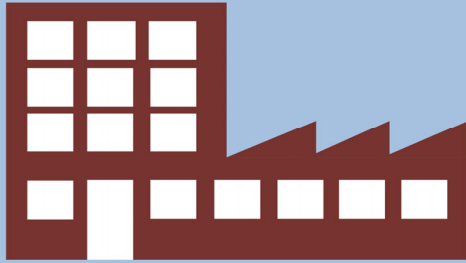


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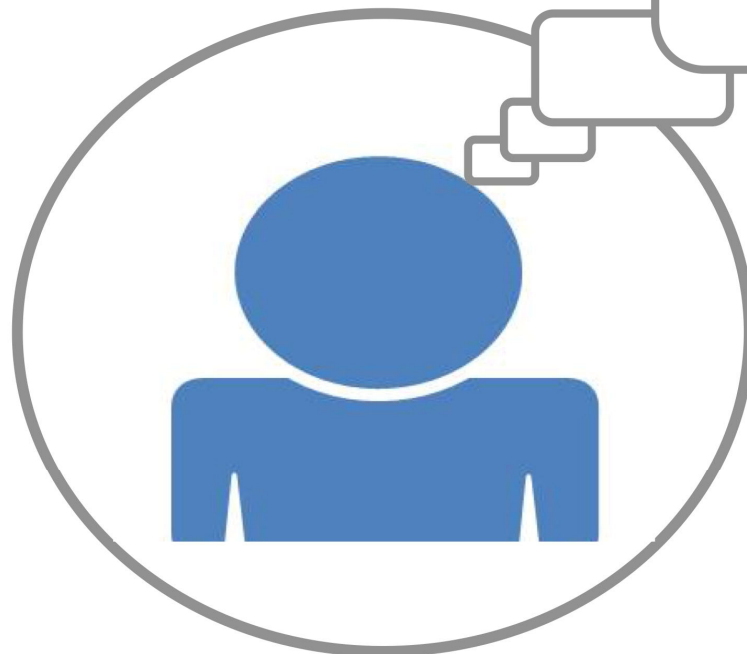
# what do marketing practitioners do?



Identify the strategic philosophy of an organisation, collect and analyse information, design and develop a marketing plan, implement the marketing action plans, and then evaluate the performance and take the necessary corrective actions.



Organisations need to design, develop, & deliver a product that is distinct, discernable\* & desirable & best satisfies the dreams, desires, & demands of their customers

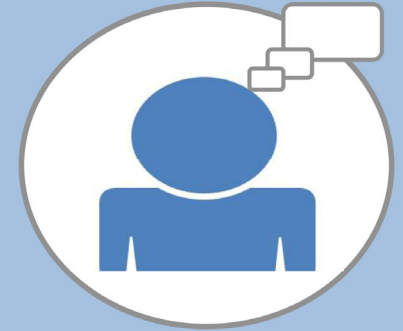


Searching for a unique product value proposition that 'best satisfies'

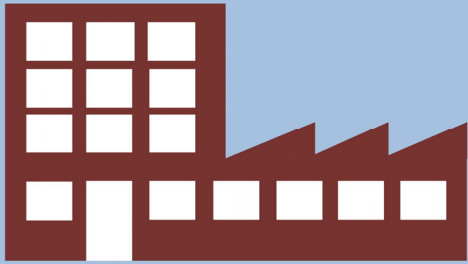
\* UPVP was once referred to as differentiation or product differentiation  
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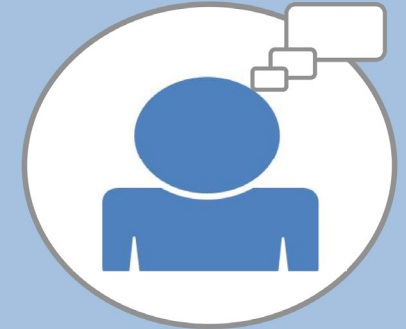
Products that best satisfy the dreams, desires & demands of the customer today may not best satisfy tomorrow – **product vigilance** is an important consideration



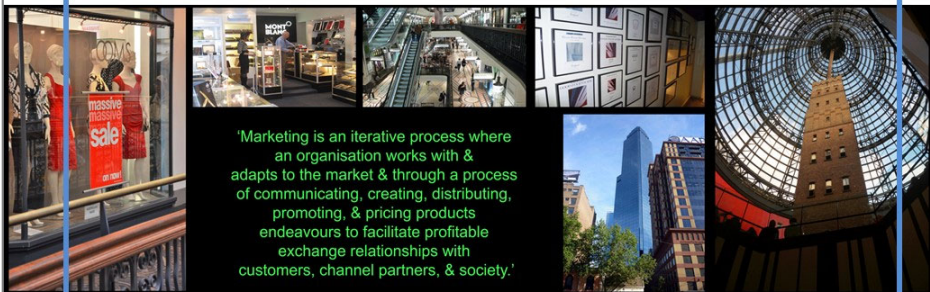




a definition for the organisation  
&  
a definition for the customer



## Contemporary definition



Marketing is an iterative process where an organisation works with & adapts to the market & through a process of communicating, creating, distributing, promoting, & pricing products endeavours to facilitate profitable exchange relationships with customers, channel partners, & society.

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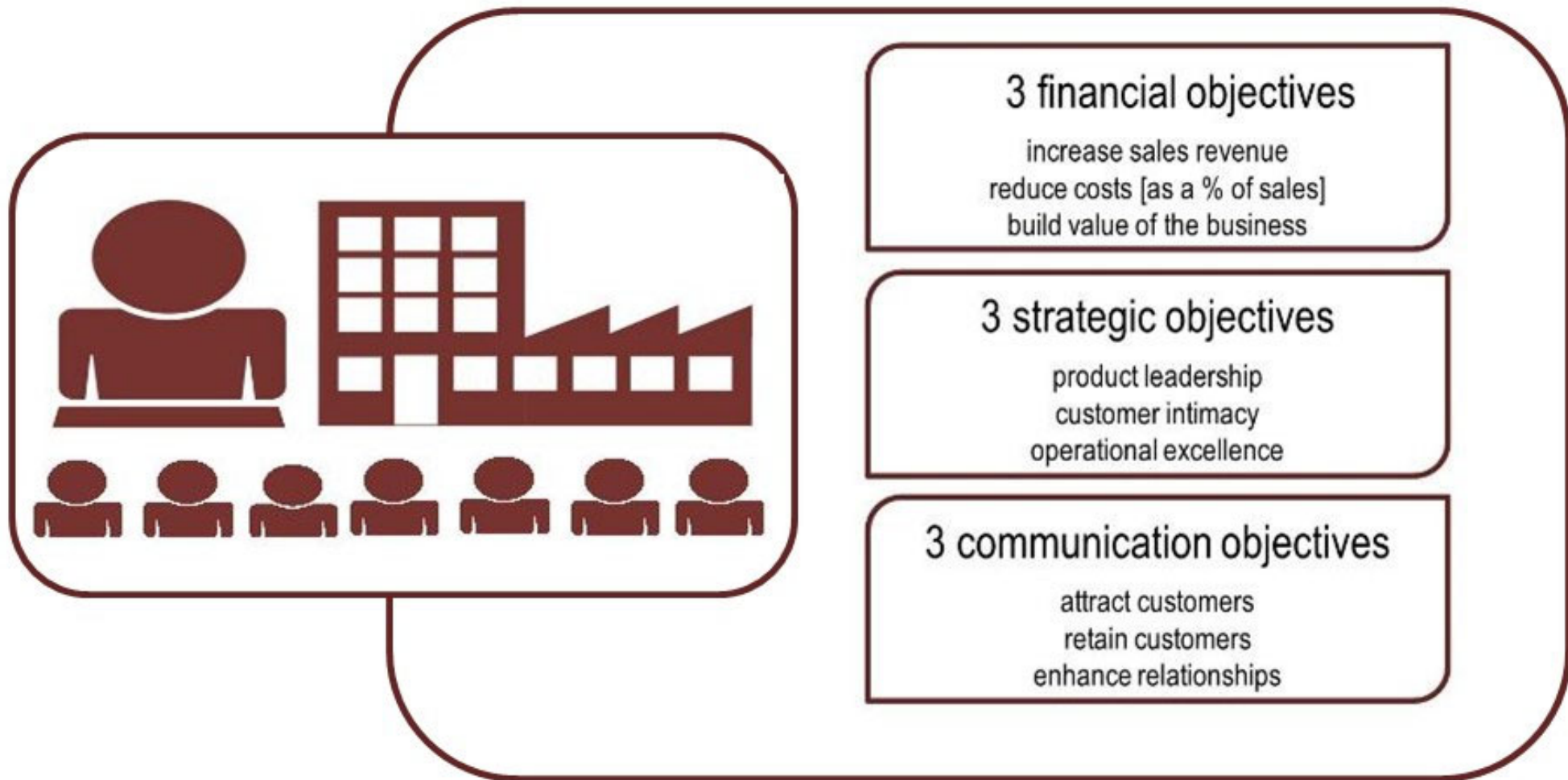
## Classic definition



(Kotler, Fitzroy, & Shaw, 1980, p.14).

Marketing is the human activity directed at satisfying needs and wants through the exchange process

# the objectives of marketing practitioners



Within the 9 objectives are profitable<sup>4</sup> exchange relationships<sup>4</sup>



## Total profits<sup>4</sup>

- customer
- organisation
- channel partners
- society

## Relationships<sup>4</sup>

- synergistic
- symbiotic,
- strategic, &
- sustainable



Big change of topic





# Throughout history we can see people as:

1. consumers [hunter gatherers]
2. producers & consumers [peasant farmers]
3. producers or consumers [work or leisure]





# The 4 marketing quests

The evolution of marketing reveals 4 recurring patterns or quests:

- ✓ The quest to better serve the customer
- ✓ The quest to overcome the challenges facing society
- ✓ The quest for better use [application] of existing resources
- ✓ The quest for more effective distribution of:
  - information, products, & people



# Marketing theory evolves

Contributions from  
other disciplines  
psychology  
sociology

A focus on the  
needs of  
manufacturers  
& industry

Goods Thinking

Strategic Thinking

Consumer Thinking

Services Thinking

Societal Thinking

Relationship Thinking

Tradigital Thinking

Glass wall thinking

markets & societies evolve