

MARKETING FOR 21TH CENTURY

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Marketing Today

- **Technology, Global Market, Social Media, Converging Industries, Elimination of Middlemen,**
- **Almost everyone is studying or teaching marketing.**
- **Modern societies are overwhelmed by information.**
- **EU strates redistribute almost 50 % GDP (China 33 %), growing regulation**

Marketing Definitions

- **"Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others."**

(Source: Kotler & Keller, Marketing Management, 15th Edition)

- **"The action or business of promoting and selling products or services, including market research and advertising."**

Marketing can be applied to

- **Goods**
- **Services**
- **Events**
- **Experiences**
- **People**
- **Places**
- **Corporations**
- **Brands**
- **Ideas**
- **???**

What demand we can face

- **Negative demand**
- **Non existent**
- **Latent**
- **Decreasing**
- **Irregukar/cyclical demand**
- **Full demand**
- **Excess demand**
- **Unwanted demand (abuse of pseudoephedrin)**

Different markets

- **Mkt of resources**
- **Mkt of producers**
- **Governemt mkt.**
- **Mkt of intermediaries**
- **Mkt of consumers**
- **Eropean/Asian mkt**
- **Car mkt**
- **Mkt for elderly**

From a need or wish to demand

- **Expressing needs** - I am expressing myself but I do not know what I want
- **Real needs** - it should be clear to a good trader
- **Unexpressed needs** - it should be clear to a good trader
- **Special needs** - investment into future relations
- **Secret needs** - I do not want to talk about it

Other marketing concepts

- **Mkt segmentation, placing of my product, final mkt**
- **Brand value**
- **Value for the client - quality, service, price**
- **Communication, distribution and support channels**
- **Marketing across supply chain**
- **Competition**
- **Marketing environment - playground for your goods and services**

Strategies evolution

- **Production concept**
- **Product concept**
- **Sales concepts**
- **Marketing concepts**
- **Holistic Marketing Concept**
 - Performance marketing
 - Relationship marketing
 - Internal marketing
 - Integrated marketing

Marketing 4P

- **Product**
- **Price**
- **Place**
- **Promotion / Communication**

How would you do marketing for a personal trainer?





**The best way to study
marketing is to have
your own project!**