

INTRODUCTION TO MARKETING THEORY AND PRACTICE

MAKT5112

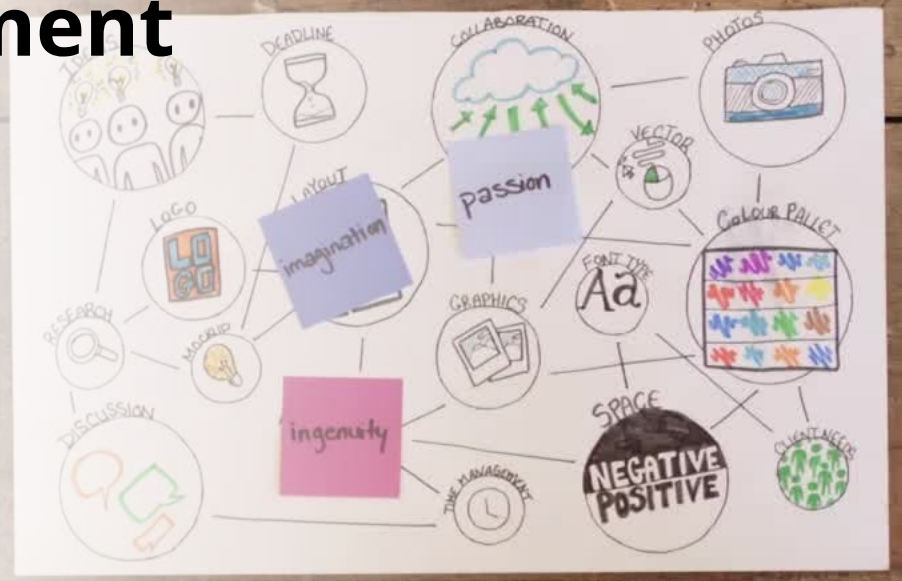
LU1: Introduction to Marketing and the Marketing Environment (CHAPTER 1)

CHAPTER 1 & 2

Learning Unit 1: Introduction to marketing and the marketing environment

Theme 1: The Nature of Marketing

LO1: Connect the concepts of exchange, the 4 P's of marketing, the 4 principles of the marketing concept and the management of marketing to create an original definition of marketing.



NB: Refer to Prescribed Textbook for additional information – **slides can NOT be used as a replace the textbook.**

DISCUSS THE FOUR MAIN MARKETING ORIENTATIONS

1. **PRODUCTION CONCEPT/ORIENTATION**
   - Producing or manufacturing the products as efficiently as possible.
   - Consumers will favour products that are readily available and highly affordable.

2.SALES ORIENTATION/CONCEPT

Focuses on the selling of products and services rather than on whether or not they are actually needed.

WORK TO BE COMPLETED ON ARC:



ICE TASK 1



DUE BEFORE NEXT WEEK