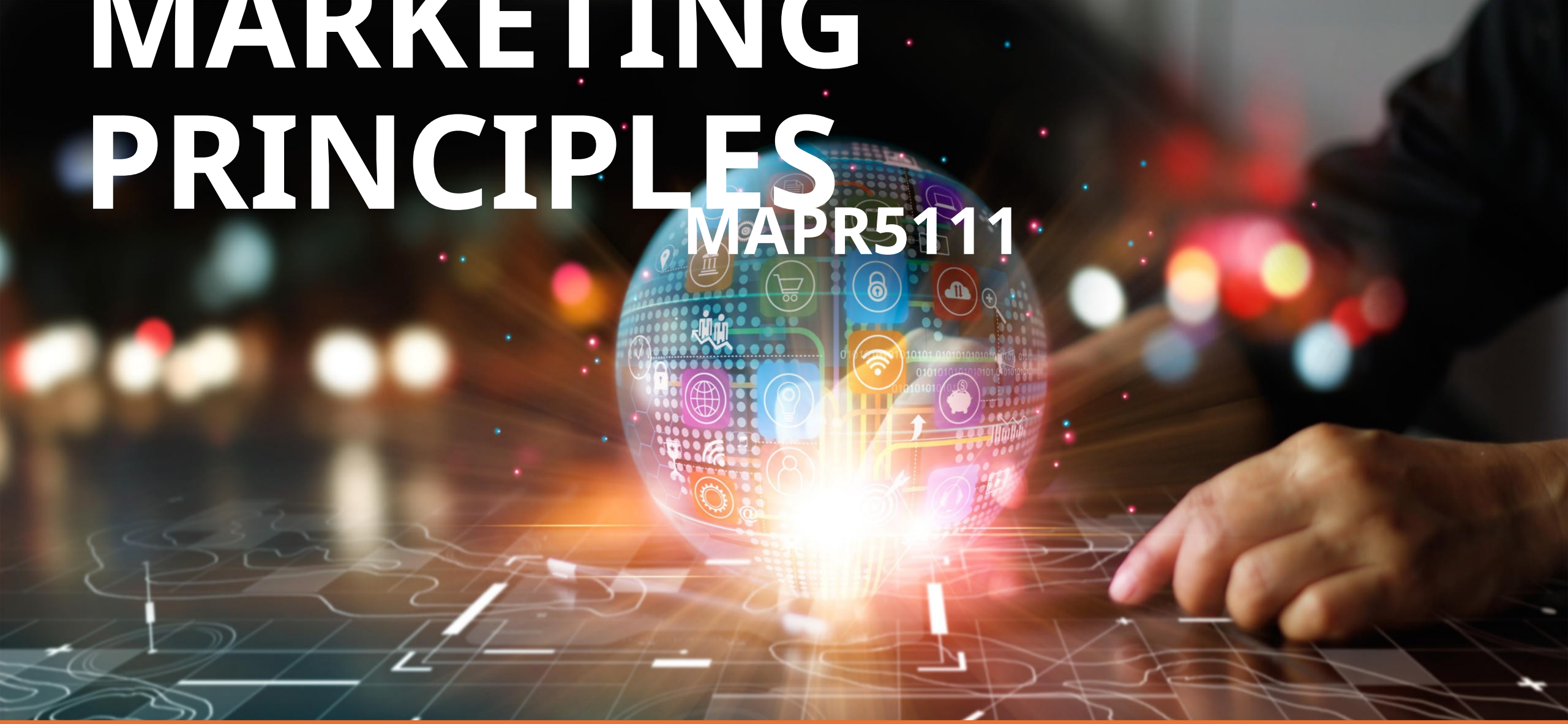
MARKETING PRINCIPLES

MAPR5111



LU1: The World of Marketing (CHAPTER 1)

Learning Unit 1: Principles of Marketing Management

Theme 1: Principles of Marketing Management

LO1: Define what marketing is;

LO2: Discuss what is meant by exchange;

LO3: Explain the marketing activities

LO4: Explain the different marketing orientations;

LO5: Describe the steps in the marketing process;

LO6: Discuss the role of the marketing function in the organization;

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

WORK TO BE COMPLETED ON ARC:



ACT 1.1.1



DUE BEFORE NEXT WEEK

CONDUCT A SWOT ANALYSIS

SWOT ANALYSIS:

Useful instrument for helping managers identify the internal strength & weaknesses of a business and the external opportunities & threats business faces.



PURPOSE OF SWOT ANALYSIS:

Based on the assumption that effective strategy **maximizes** the strengths & opportunities of a business and **minimized** the weaknesses & treats.

COMPONENTS OF SWOT ANALYSIS:

S – strengths **W** – Weaknesses