

Introduction to Marketing Management

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Key concepts, processes, and tools for creating, delivering, and capturing value.

1. What Is Marketing Management?

Aspect	Definition
Marketing	The set of activities that identify, anticipate, and satisfy customer needs profitably.
Management	Planning, organizing, directing, and controlling resources to achieve objectives.
Marketing Management	The systematic analysis, planning, implementation, and control of marketing activities to create sustainable customer value and achieve organizational goals.

2. Core Objectives

1. **Customer Orientation** – Understand and meet real needs.
 2. **Value Creation** – Deliver superior benefits vs. cost.
 3. **Profitability** – Generate returns for the firm.
 4. **Market Growth** – Expand market share, enter new segments.
 5. **Brand Equity** – Build strong, differentiated brand assets.
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3. The Marketing Management Process

1. Situation Analysis

- **External:** PESTEL, industry forces (Porter's Five Forces).
- **Internal:** SWOT, resource audit, core competencies.

2. Target Market Selection

- Segmentation ? Targeting ? Positioning (STP).

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3. Marketing Planning

- Set **SMART** objectives (Specific, Measurable, Achievable, Relevant, Time-bound).
- Develop the **Marketing Mix** (4Ps/7Ps).

4. Implementation

- Allocate budgets, assign responsibilities, create timelines.
- Use project management tools (Gantt charts, Kanban).

5. Control & Evaluation

- Track KPIs (sales, market share, ROI, CAC, CLV).
- Conduct performance reviews, adjust tactics (feedback loop).

4. The Marketing Mix

Traditional 4Ps Expanded 7Ps (services)

		Key Questions
Product	Product	What core and augmented benefits do we offer?
Price	Price	How do we price to reflect value and competition?
Place	Place (Distribution)	Through which channels do customers buy?
Promotion	Promotion	How do we communicate the offer?
—	People	Who interacts with customers and how?
—	Process	What service delivery steps matter?
—	Physical Evidence	What tangible cues support the brand?

5. Strategic Frameworks

Framework	Purpose	Typical Use
Ansoff Matrix	Growth strategy (market penetration, product development, market development, diversification).	Planning new product launches or market entry.
BCG Growth/Share Matrix	Portfolio analysis (Stars, Cash Cows, Question Marks, Dogs).	Allocating resources among business units.

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Framework	Purpose	Typical Use
Porter's Five Forces	Industry attractiveness analysis.	Assessing competitive pressure.
STP Model	Segmentation, Targeting, Positioning.	Crafting focused marketing strategies.
Customer Lifetime Value (CLV) Model	Estimate long-term profitability of a customer.	Guiding acquisition and retention spend.

6. Digital & Data-Driven Marketing

Area	Tools & Techniques
Analytics	Google Analytics, Adobe Analytics, dashboards (Tableau, Power BI).
Social Media	Scheduling (Hoot