



“बेटी बचाओ, बेटी पढ़ाओ”

JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

Faculty of FEM

Faculty Name- **JV'n Daksha I (Assistant Professor)**

Program- B-Des [FD]7th Semester

Course Name - Fashion Marketing

Session No. & Name – 2023-2024/ Marketing philosophies and Advertising

Academic Day starts with –

- Greeting with saying ‘**Namaste**’ by joining Hands together following by 2-3 Minutes Happy session, Celebrating birthday of any student of respective class and **National Anthem**.

Lecture Starts with-

Topic to be discussed today- Marketing philosophies and Advertising

Introduction & Brief Discussion about the Topic.

University Library Reference-

- E-notes, hand made notes.
- E- Journal
- Online Reference if Any.
- Suggestions to secure good marks to answer in exam-
- Explain answer with key point answers
- Questions to check understanding level of students-

- Small Discussion About Next Topic-
- Academic Day ends with-
National song ' **Vande Mataram.**'

Marketing philosophies and Advertising

Marketing philosophies refer to the different approaches or orientations that companies can take when it comes to their marketing strategies. Let's explore the four main marketing philosophies and I'll do my best to provide a detailed view along with a diagram.

Production Orientation: The production orientation philosophy focuses on maximizing efficiency and lowering production costs. Companies adopting this philosophy prioritize mass production and widespread distribution. The diagram for this philosophy typically shows a production line, with arrows indicating the flow of products from manufacturing to distribution.

Product Orientation: The product orientation philosophy revolves around creating high-quality products that stand out in the market. Companies following this philosophy focus on product innovation, design, and features. The diagram for this philosophy usually showcases a product at the center, surrounded by different attributes and benefits that make it unique.

Sales Orientation: The sales orientation philosophy emphasizes aggressive selling and promotional tactics to drive sales. Companies adopting this philosophy prioritize sales volume and often use persuasive techniques like advertising and personal selling. The diagram representing this philosophy may depict a sales funnel, with potential customers being converted into actual buyers through different stages.



Market Orientation: The market orientation philosophy places the customer at the center of marketing activities. Companies following this philosophy conduct thorough market research to understand customer needs, preferences, and demands. They then tailor their products and marketing strategies accordingly. The diagram for this philosophy often shows a customer surrounded by various factors like demographics, behavior, and psychographics to showcase the focus on customer-centricity.

Advertising

Advertising is a crucial component of marketing that involves creating and delivering persuasive messages to target audiences. Here's a detailed view of advertising, including its purpose, types, and key elements:

Purpose of Advertising: The primary purpose of advertising is to promote products, services, or brands to generate awareness, interest, desire, and action among potential customers. Advertising aims to influence consumer behavior, build brand reputation, increase sales, and create a competitive advantage in the market.

Types of Advertising:

- a. **Print Advertising:** This includes advertisements in magazines, newspapers, brochures, and other printed materials.
- b. **Broadcast Advertising:** This involves advertisements aired on television or radio.
- c. **Digital Advertising:** This encompasses various forms of online advertising, such as display ads, search engine marketing, social media ads, and video ads.
- d. **Outdoor Advertising:** This refers to advertisements displayed on billboards, bus

shelters, or other public spaces. e. Direct Mail Advertising: This involves sending promotional materials, such as flyers or catalogs, directly to individuals' mailboxes.

Key Elements of Advertising: a. Target Audience: Identifying the specific group of consumers that the advertisement aims to reach is crucial. Understanding their demographics, interests, and behaviors helps tailor the message appropriately. b. Creative Strategy: This involves developing compelling and engaging content that captures the audience's attention and effectively communicates the message. Creative elements include visuals, copywriting, storytelling, and branding. c. Media Selection: Choosing the most suitable media channels to reach the target audience effectively. It involves considering factors such as reach, frequency, cost, and audience preferences. d. Call-to-Action: Encouraging the audience to take a specific action, such as making a purchase, visiting a website, or contacting the company. A clear and compelling call-to-action is essential to drive desired outcomes. e. Evaluation and Measurement: Monitoring the effectiveness of advertising campaigns through various metrics, such as ad reach, engagement, conversion rates, and return on investment. This helps assess the campaign's success and make data-driven decisions for future improvements.

Uses of advertising in marketing

Advertising plays a vital role in marketing by serving multiple purposes to help businesses achieve their objectives. Here are some key uses of advertising in marketing:



Building Brand Awareness: Advertising helps create and increase awareness of a brand, its products, or services. By consistently exposing target audiences to brand messages, advertising ensures that consumers recognize and remember the brand when making purchase decisions.

Promoting Products or Services: Advertising aims to generate interest and desire for specific products or services. It highlights their unique features, benefits, and value propositions, persuading potential customers to consider purchasing them.

Increasing Sales and Revenue: Effective advertising campaigns can directly contribute to increased sales and revenue by driving consumer demand. By highlighting product attributes, competitive pricing, limited-time offers, or discounts, advertising motivates consumers to make purchases.

Shaping Brand Perception: Advertising helps shape consumers' perception of a brand. By carefully crafting brand messages, visuals, and storytelling, advertising can influence how consumers perceive a brand's image, values, credibility, and overall reputation.

Targeting Specific Audiences: Advertising allows businesses to reach their target audience effectively. By selecting appropriate media channels and tailoring messages to specific demographics, interests, or behaviors, advertising ensures that the right message reaches the right people at the right time.

Creating Emotional Connections: Well-executed advertising campaigns can evoke emotions and connect with consumers on a deeper level. By appealing to emotions, such as joy, nostalgia, excitement, or empathy, advertising establishes a strong bond between the brand and its audience.

Competing in the Market: Advertising helps businesses gain a competitive edge by ensuring that their products or services stand out from the competition. Through strategic messaging, positioning, and differentiation, advertising emphasizes the unique selling propositions that set a brand apart.

Reinforcing Customer Loyalty: Advertising is not just about attracting new customers; it also plays a role in retaining existing customers. By maintaining a consistent presence and reinforcing positive brand experiences, advertising helps build customer loyalty and encourages repeat purchases.

Remember, the specific goals and uses of advertising can vary depending on the marketing strategy, industry, and target market. It's essential to align advertising efforts with broader marketing objectives to maximize its impact on business success.