



“बेटी बचाओ, बेटी पढ़ाओ”

JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

(Format for Preparing E Notes)

Faculty of Faculty of Education and Methodology

Department of Fine Arts

Faculty Name- JV'n Arbaz Khan (Assistant Professor)

Program- 5 Semester / 3 Year

Course Name - Advertising Art Theory I

Session No. & Name – Marketing

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-**Marketing**.



1. Marketing

Since the beginning, humans have been exchanging goods and ideas to fulfill their needs, this exchange of goods has been the initial form of marketing. In simple terms, marketing is the performance of business activities that direct the movement of products or services from the producer to the consumer. Originally the establishment of marketing was limited to the study of practical distribution channels and later it became a managerial discipline which was limited to increasing and influencing sales. Basically marketing is the process of identifying human and social needs and fulfilling them.

At present, marketing is not only the distribution or sale of goods, but the functions of marketing also include distribution, sale, promotion, standardization, advertising and collecting information in the market, etc. Therefore now marketing is a big process. It is not limited to just buying or selling of goods but it is the main process of business.

Business involves three main activities: production, capital (finance) and marketing. Production creates goods and services which are made available to the people, finance is related to providing capital to the owner of the business for production, marketing etc. Production capacity and capital have their own importance in business but marketing also has an important place. Success in business depends on marketing only. Marketing has been defined in different ways by scholars, such as-

- 1 According to the American Marketing Association, “Marketing is the process of planning and implementing the concept of distribution, promotion, pricing of goods, ideas and services that create exchange to satisfy individual or organizational goals. ,
- 2 According to Pauly, “Marketing includes buying and selling activities. 2
- 3 Paul Mazur says, “Marketing provides standard of living to the society.
- 4 The shortest and best definition of marketing is, "Meeting needs in a profitable form."
- 5 Philip Kotler is of the opinion, “Marketing is that human activity which is directed towards the satisfaction of needs and wants through exchange processes.”

In the above definitions, marketing has been defined socially and managerially. These definitions reflect the role of marketing in society. On the basis of which it can be said that marketing is the distribution, promotion, pricing and concept of services, goods and ideas which are individual and fulfill the wants and needs of organizations.

The Marketing Concept

The organization of modern marketing concept starts with the consumer because at present the most important thing is to know the needs and requirements of the consumer and satisfy them. Therefore, the marketing organization determines the needs of the consumer and works on how to make and sell the product in the best way that can completely satisfy the needs of the consumer and motivate the purchase of the product. Its function is not to find consumers for its product but to provide suitable products to its consumers. At present, production is being done effectively and in larger quantities than before, that is, supply is wider than demand and people also want more choice in products. Therefore, the producing organization must necessarily include in its marketing concept the real reasons for getting its product accepted over other products, otherwise the consumer will start trusting the competing product and the organization will suffer losses.

Marketing concept is a philosophical style of business management where understanding the satisfaction of consumer needs is paramount.



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Philip Kotler has defined the modern marketing concept by saying, “Marketing concept is customer orientation supported by integrated marketing aimed at increasing customer satisfaction as a key to the satisfaction of organizational goals”.

In fact, marketing starts with the consumer and also ends with the consumer. Therefore, the basic mantra of success is to pay more attention to fulfilling the needs and desires of the consumer and to present the marketing concept by working for long-term profit while maintaining coordination in the entire marketing work of the organization.

