

1. INTRODUCTION TO MARKETING

1.1. WHAT IS MARKETING???

Research 

Brochures 

Advertising 

Pricing 

Customer Care 

Product Development 

P.R. 

Sales 

Aesthetics 

Image 

Merchandising 

Promotion 

Mail Shots 

Communication 

Exhibitions 

Website 

Planning 

These are some of the typical answers that are generated when training candidates are invited to brainstorm this question.

None of these are wrong, in fact they are all right and even miss some topics.

Starting Marketing Courses with this question, helps candidates realise that Marketing is not a small part of the general management of a business, which maybe considered when and if there is time. Instead, if it is to contribute successfully towards the development of a business, it is an issue to which a lot more attention should be focused.

To help identify how all these different issues maybe co-ordinated through a single integrated approach, I summarise the topic into the following:



To ensure that a business is successful, it is important that it focuses not just on the direct issue of marketing itself, but on the word **“Right”**.

Who will expect us to get it **“Right”**?



CUSTOMERS

Match the expectations of these people and your business should achieve its highest potential. Partly match their expectations and your business will probably survive. Fail to match their expectations and the author feels it is reasonable to conclude that you are probably doomed!

With this in mind let us see what you understand about your customers:

Section 1 - Workbook Exercise

1.1. WHAT DO YOU KNOW ABOUT YOUR CUSTOMERS