

# Marketing Management Philosophies

Chapter One

# Marketing Management

Implementing programs to create exchanges with target buyers to achieve organizational goals



**Production Concept**

**Product Concept**

**Selling Concept**

**Marketing Concept**

**Societal Marketing Concept**

# Production Concept

- Consumers favor products that are available and highly affordable.
- Improve production and distribution





# Product Concept

- Consumers favor products that offer the most quality, performance, and innovative features.







# Selling Concept

- Consumers will buy products only if the company promotes/ sells these products.







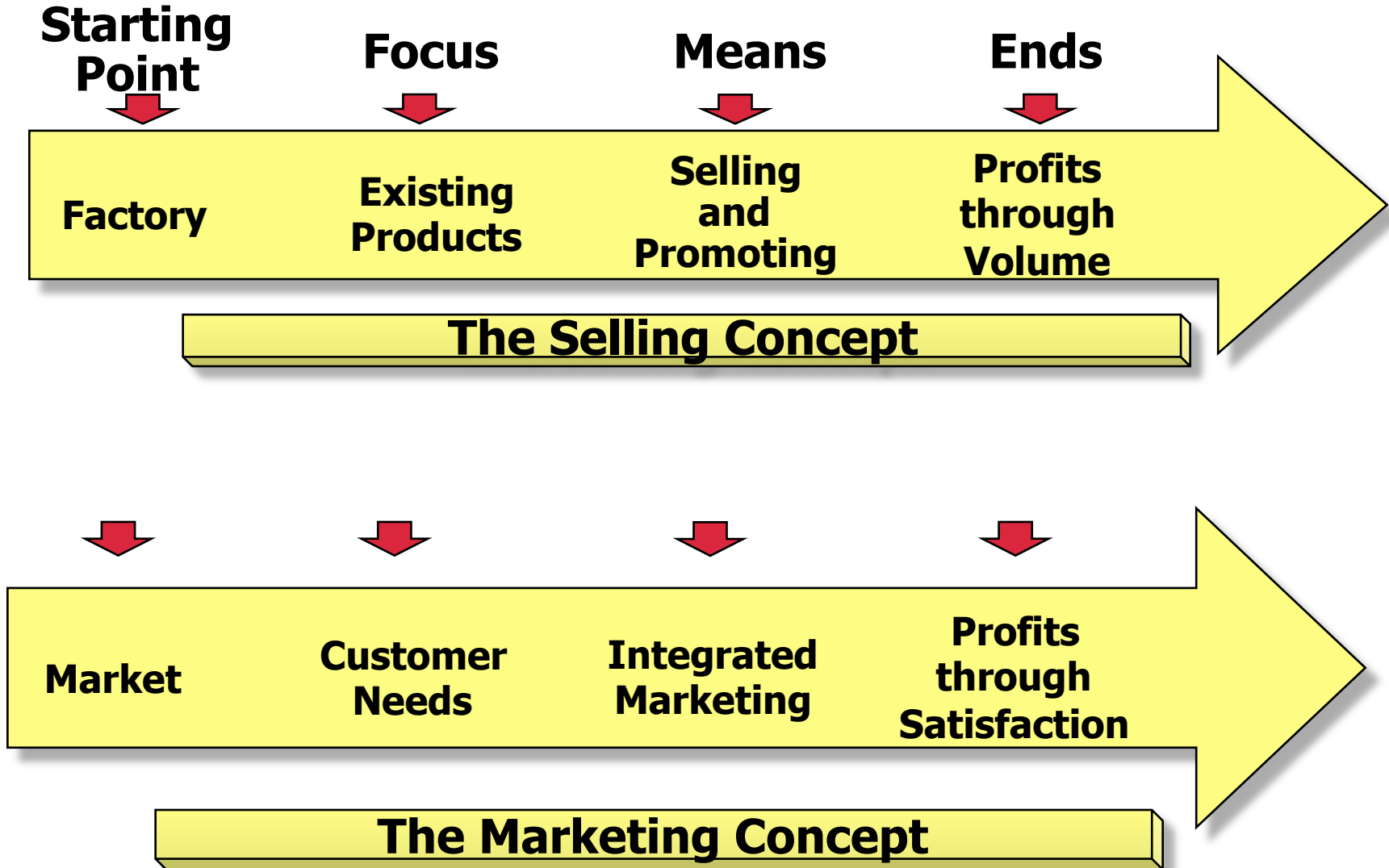
# Marketing Concept

- Focuses on needs/ wants of target markets & delivering satisfaction better than competitors.





# Marketing and Sales Concepts Contrasted



# Societal Marketing Concept

- Focuses on needs/ wants of target markets & delivering superior value.





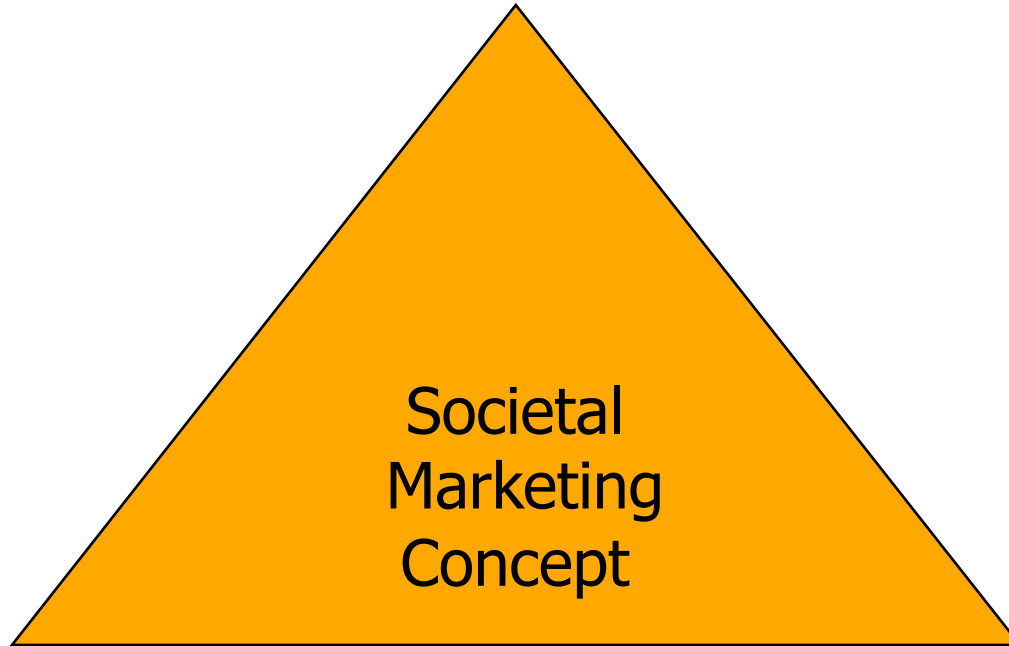
# Societal Marketing Concept

Society  
(Human Welfare)

Societal  
Marketing  
Concept

Consumers  
(Want Satisfaction)

Company  
(Profits)





# What is Art Marketing?



# Art Marketing

(1975 – 1984)

The research activities on education of audience, organization awareness, and the economy of the arts



# Arts Marketing

(1985 – 1994)

Applying marketing  
concepts to art  
organizations





# Arts Marketing

**(1995 – 2001)**

the efforts of an arts organization “to sense, serve, and satisfy the needs and wants of its clients and publics within the constraints of its mission”



# Arts Marketing

**(2003 – present time)**

Support and reinforce artistic experiences.

*Motivating exchange with customers, by offering artistic experiences and by building and maintaining relationships with these customers, for the purpose of creating customer-value and achieving the artistic objectives simultaneously*

**Marketing principles that assist in making decisions which give them more scope for creativity and innovation.**



# Review of Concept Connections

- Define marketing management and examine how marketers build profitable customer relationships.
- Compare the five marketing management philosophies.
- Analyze the major challenges facing marketers heading into the next millennium.

# Class Discussion

***Think of your last experience of art, whether it was music concert or a visit to a gallery.***

- How did you become aware of your need? Were you influenced by marketing activities at any point?
- Why would anyone prefer this artistic experience rather than staying at home and watching TV?
- How would you convince others it was worth while?
- How did you know whether or not your needs were satisfied?