

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.





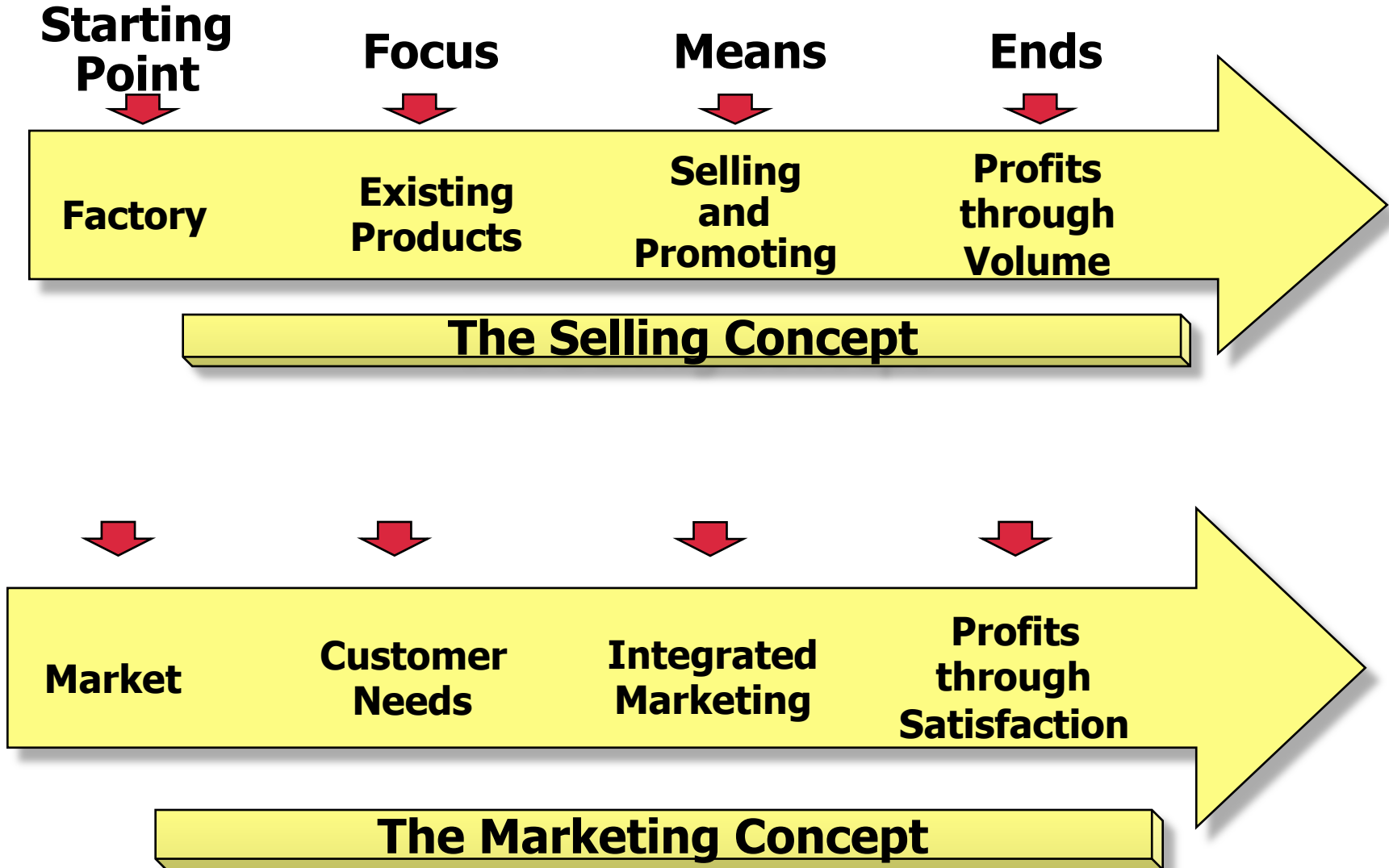
Marketing Concept

- 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.



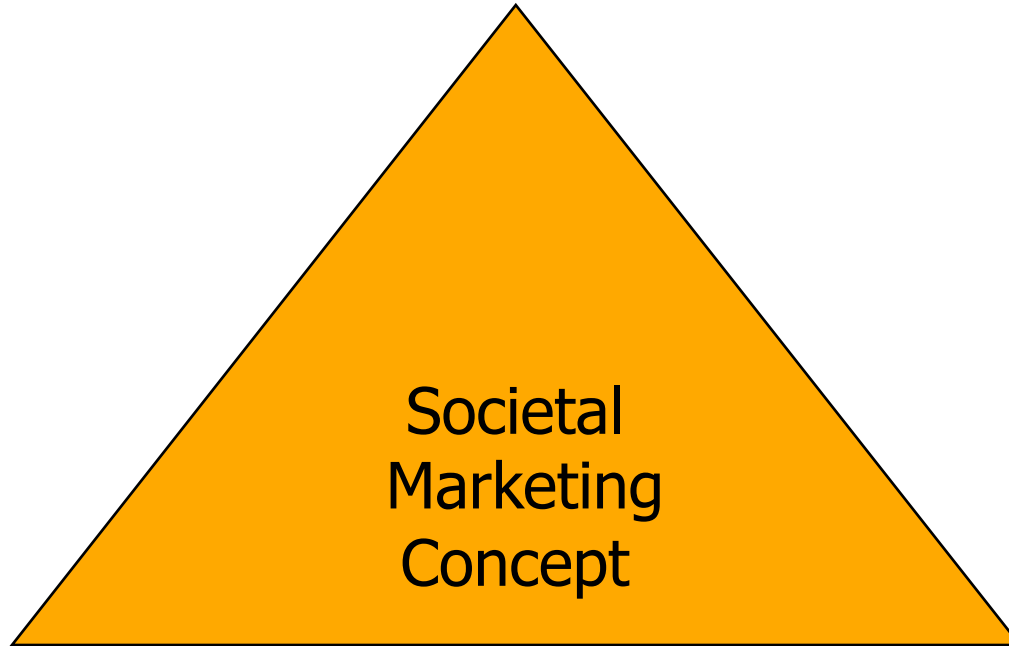
Societal Marketing Concept

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?