

FUNDAMENTALS OF MARKETING



Creating the Product Buzz in the marketplace

DLSU Graduate School Yuchengco Institute for Advance
Studies RCBC Plaza Tower2 from July 15 to August 28, 2014



OVERVIEW

- The module is the starting point of the 6-module short course program on Integrated Marketing Communications.
- It provides the enrollees with the basic foundation in understanding the importance of the marketing function in any organization and regardless of its business model.
- Primarily, the course focuses on the 5Ps that comprises the marketing mix, that is, Product, Price, Place, Promotion, and People. Within this context, the students will learn to determine whether their product shall be suited for a mass or niche market condition.
- Secondly, the students are introduced to the new marketing mix philosophy of the 5Cs which is now the new mid-millennium thinking and approach in developing the brand to its commercial success.

- The lectures will include talks on the key paradigms of above-the-line and below-the-line strategies which are the main considerations in developing a brand into achieving trial and repeat purchase in the long term.
- The students will be taught how to differentiate marketing as a business development tool compared to the sales function which plays a major supporting role in translating the marketing plan into an actionable form in sales terms.
- They will likewise learn the difference between consumer and trade marketing (also known as retail marketing).
- The module will feature a discussion on the ethics of marketing and advertising according to the rules of the ASC – the self-regulating agency of the advertising industry.
- The module's end goal is teaching how a marketing plan is developed given its preparation process where market research will be a key resource in determining the market landscape where their product shall be sold.

WHO SHOULD ATTEND?

- **Non-marketing course graduates who presently have marketing related functions within their current job descriptions such as those who are in a sales and marketing department.**
- **Sales people who may be transferred in the future to the marketing department.**
- **Businessmen of small and medium enterprise companies who have no formal training on the marketing function.**
- **Advertising agency people in the account management or creative teams.**



COURSE CONTENT

INTRODUCTION TO MARKETING

- What is marketing and why is it important in any organization? What is marketing management?
- Where is the marketing function in a typical corporate organization? What is a typical job description?
- What is a brand and how is it different from a product?
- What is a brand manager and how does this functional description differ from a product manager?
- How does the marketing function differ from the sales function?



INTRODUCTION TO MARKETING

- What is the marketing mix?
- What is market segmentation?
- What are the 2-types of markets?
- What is brand equity?
- What is Integrated Marketing Communications?



UNDERSTANDING THE PRODUCT

- The difference between a brand and a product
- What is a product category?
- What is a product mix?
- What is a product life cycle?
- Who is the target market – the Buyer or User?
- Is the product bought impulsively or planned during a shopping trip?
- What is a Brand Promise and Brand Value?
- Who is competition – the present market players – direct and indirect rivals?



UNDERSTANDING THE PRICE

- What is price elasticity?
- What is a pricing mix?
- What are pricing points?
- How do you determine the right price for the product or service?



UNDERSTANDING THE PLACE

- What are the different types of sales channels?
- Where should the product be sold and why should it be in that sales channel?
- Understanding the limitations of a sales channel
- What is a sales seasonality and how do you deal with it?
- How do you maximize your product's presence at point-of-sale in order to achieve optimum off-take?



UNDERSTANDING PROMOTIONS

- What is above-the-line marketing?
- What is below-the-line marketing?
- What are the goals that each should achieve in developing the commercial success of a product or service?
- When are they used together or independently in the marketing strategy mix?
- What are their myths?
- Rationalizing a marketing budget
- Measuring success or failure



UNDERSTANDING PEOPLE

- Internal organization supports
- Importance of outsourcing key marketing activities to third party service agencies
- Strengths and weaknesses of third party service agencies
- Measuring the performance of the third party service agencies



PREPARING THE RIGHT MARKETING PLAN

- Format
- Content – Background, Business Performance, Issues, Goals, Strategies, Timeline, Budget, Logistics, Responsibilities, Risks
- Role of Research – Awareness, Marketplace condition, Competition. Demand Profile, Affordability, Relevance



BACKGROUND – HERBERT M SANCIANCO



- **DLSU graduate – BSC Marketing Management 1979**
- **PMA cadet – Makatarungan Class of 1978 associate member**
- **Working student in college**
- **Worked for JWT, J&J, First Pacific Metro Marketing and Pepsico International**
- **For Pepsico – posted in Saudi Arabia and Vietnam as Business Development Manager**
- **Currently the President of Market Bridges Phils. Inc. – an outsource marketing service and business consultancy company**
- **Business Educator and Soft Skills Trainor**
- **Management Consultant – expert on Corporate Rehabilitation, FMCG, Foodservice, Retail Service, Healthcare, Telecoms, Travel and Leisure, Consumer durables, Real Estate and Investment Banking**
- **Author – SALES PROMOTION: PRINCIPLES AND BEST PRACTICES (July 2010)**
- **Author – CREATING GREAT CUSTOMER SERVICE (Sept 2011) – No. 9 Bestseller National Bookstore**