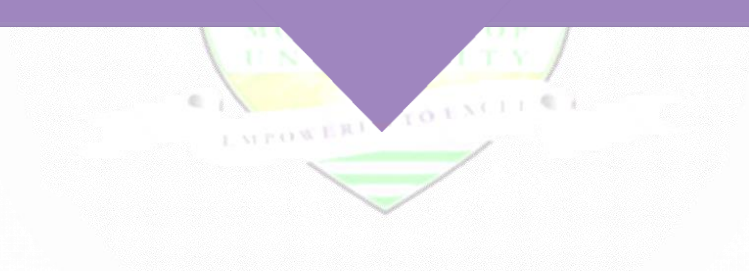




MOUNTAIN TOP UNIVERSITY

E-Courseware



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COURSE GUIDE



COURSE TITLE: Element of Marketing

COURSE CODE: BUS 201

LECTURER(S): Majekodunmi, Samuel Ayodele





COURSE OBJECTIVES



GENERAL INTRODUCTION AND COURSE OBJECTIVES

This course aims at elucidation the various interacting concepts in the field of Marketing. It explains the considerations surrounding the individuals' and organizations' behaviour in acquisition and utilization of resources. Some of the contributors to marketing definition will be mentioned. Marketing mix: product, price, place and promotion will be explained. In a nutshell, the knowledge from this course will be instrumental to identifying basic issues affecting marketing and how they can be mitigated.

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LECTURE ONE

DEFINITIONS OF MARKETING

1.0 Introduction

Like in other specialization in the field of Management sciences, there is no overriding or unequivocally acceptable definitions in the field of Marketing. In other words, there are as many definitions as there are various writers on Marketing. However, certain definitions are deemed noteworthy. Even at that, such are periodically subjected to review, so as to accommodate emerging observation.

Objectives

At the end of this lecture, students should be able to:

1. Present Marketing definitions.
2. Identify the key words in the definitions.
3. Identify what makes a definition noteworthy.

Pre-Test

1. Mention some contributors to definition of Marketing
2. What are the key terms in the definitions?
3. What makes it necessary to review the existing definition(s)?

CONTENT

1.1 MARKETING

According to American Marketing Association (AMA) "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

Kotler and Keller (2007) defined marketing as that which deals with identifying and meeting human and social needs. It was further mentioned that marketing as meeting the needs profitably.

Julie Barile (2015) – Vice President of eCommerce, Fairway Market, defines **marketing** is the means by which an organization communicates to, connects with, and engages its target audience to convey the value of and ultimately sell its products and services.

Mary Ellen Bianco (2017) – Director Marketing & Communications, Getzler Henrich & Associates LLC, defines marketing as research, targeting, communications (advertising and direct mail) and often public relations.

Renee Blodgett – Chief Executive Officer/Founder, Magic Sauce Media, defines **marketing** as an ongoing communications exchange with customers in a way that educates, informs and builds a relationship over time. The over time part is important because only over time can trust be created.

1.2 What are the key terms?

The terms in the AMA's definition are: activity, institutions, processes, creating, communicating, delivering, and exchanging, value, customers, clients, partners, and society.

The terms in the Kotler and Keller 's definition are: identifying, meeting, human and social needs.

The terms in the **Julie Barile's** definition are: communicates to, connects with, engages, target audience, value and products.

The terms in the **Mary Ellen Bianco's** definition are: research, targeting, communications and public relations.

The terms in the **Renee Blodgett's** definition are: communications, exchange, customers, educates, informs and relationship.

From the foregoing it is obvious that definition by AMA is more encompassing and inclusive. Hence, practically every writer or author of marketing publication uses AMA,s definition as a template.

1.3 Periodical review

Definitions of marketing is subjected to periodical review simply because marketing as a field is said to be dynamic. Hence, each review is relevant to the extent that every succeeding definition comes as a more inclusive edit than the erstwhile. AMA had reviewed the definition at some points in time, years include 1985, 2004, 2007 and 2013.

.Post-Test

1. Mention some of the contributors to marketing definition?
2. What are the definitions given by the contributors you mentioned?
3. What are the key terms in their respective definition?
4. What necessitates the periodic review of Marketing definition by AMA?

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LECTURE TWO

MARKETING CONCEPTS

1.0 Introduction

This lecture focuses on marketing concepts and the era of each of the concepts. The emergence of different era and concept of marketing attest to the fact that things are not static in marketing.

Objectives

At the end of this lecture, students should be able to:

1. Identify different marketing concepts
2. Explain each of the concept

Pre-Test

1. Mention the strength of each of the marketing concept.
2. Why was each of the marketing concept suitable.

1.1 Selling concept

The strength of this era of marketing was the aggressive promotion. It was an era when aggressive promotion was relied upon to push products. Organizations such as the then Lever brothers (now Unilevers) and Coca-Cola made use of this concept profitably. Without mincing words, the concept helped to boost the sales of the organizations who utilized it in that era. Though a product may meet all required quality standard consumer may shun it if there is no aggressive promotion to push sales, this was the assumption of the era.

1.2 Marketing concept

This concept concentrated on feeling the pulse of the consumers so as to be able to offer them the products that best satisfy their respective tastes and needs. Hence, it was not an era of mere mass production or one shoe sizes all. The strength of this era was the aggressive consideration and ascertaining the tastes and needs of consumers before proceeding to offer them products.

1.3 Production concept

What fortified this era was absence of stiff completion. Hence, the producers relied on the readiness of the consumer to go for what was made available at a material time. The concept holds that customers will have a preference for goods that are commonly obtainable and the cost is well thought-out as affordable. Bureaucrat of production oriented business concentrate on achieving soaring production competence, little cost

and mass distribution. Production concept prevails fairly frequently in situations where the demand for a produce surpasses supply.

1.4 Product concept

The strength of this era was the excessive availability of raw material and ability to offer qualitatively attractive products. This notion holds that clients and consumers will opt for products with high quality, superiority and ground-breaking features.

1.5 Societal marketing concept

The strength of this era was active consideration and concern for the product users and friendliness with society in general. Hence, organization offers products and services that do not only satisfy the needs of the users but as well comply with environmental standards. This is believed to guarantee sustainable profitability.

Post-Test

1. Does any of the concepts became outdated?.
2. If you identified any of the concepts as outdated, give your reasons?

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LECTURE THREE

MARKETING MIX

1.0 Introduction

This lecture focuses on major arms of marketing. If any of the arms is missing, there will be an incidence of imbalance in the entire structure. Hence, sustainability of marketing will be elusive until all arms are inclusively combined. To this end, there cannot be a meaningful learning about marketing if marketing mix is skipped in the course outline..

Objectives

At the end of this lecture, students should be able to:

1. Identify what constitute marketing mix .
2. Explain each component of marketing mix

Pre-Test

1. identify the interactions between marketing mix?
2. Will there be need for interaction among the marketing mix components?.

1.1 Products

A product can be tangible (goods) or intangible (services). A product represent that which has what it takes to satisfy need(s). Hence, a product can be used or consumed.

1.2 Price

The value that a product attracts is referred to as price. In other words, price refers to the value placed on an thing be it goods or service.

1.3 Promotion

In has become a reality that no matter how qualitative a product is, some form of persuasive communication will be required to push for sizeable sales of the product. Hence, promotion is the persuasive communication that propels reasonable level of demand by consumers.

1.4 Place

Until products are distributed, the capital of the producer remained tied down. Hence, place simply concerns every activities designed to make the product accessible to the consumer who are ready to pay either fixed or negotiated price. Distribution channels are meant to be used to get products across to the final consumers. That is:

Producer → Wholesaler → Retail → Consumer. Note, on the other hand it is possible for wholesaler and retailer to be eliminated alternatively or simultaneously.

Post-Test

1. How can the capital of the producer be tied down?.
2. What option(s) can producer adopt to avoid having his invested capital tied down?.

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LECTURE FOUR

MARKETING ENVIRONMENT

1.0 Introduction

This lecture focuses on various types of environment in which different legal entities operate. It is expedient to carry out marketing activities with copious knowledge of the environment, hence, exposition of what it takes for a marketer or an organization to navigate environment will be given an ideal attention.

Objectives

At the end of this lecture, students should be able to:

1. Identify types of environment and their respective characteristics
2. Explain each type of environment

Pre-Test

1. Identify those things under the control of a manager?.
2. Identify those things outside the control of a manager?.

1.1 FEATURES OF ENVIRONMENT

1. Complexity
2. Dynamism
3. Multifaceted
4. Far reaching effect

ENVIRONMENTAL ANALYSIS PROCESS

The analysis consists of four sequential steps:

Scanning

Monitoring

Forecasting

Assessment

1.1.1 Types of Environment

There are two major types of environment, these are: i. internal environment and ii. external environment.

1.2 Internal Environment

This is the environment that is subject to the control of managers in an organization. Things that fall in this category includes organizational structure, delegation, allocation of responsibilities, decision making; staff promotion; managerial style and so on.

1.3 External Environment

The external environment is of two categories, the first one is:

- i. Micro environment and the second one is
- ii. Macro environment

1.4 Micro Environment

Micro environment can also be referred to as intermediate/operating environment this environment is comprised of the following:

- i. Customers
- ii. Suppliers
- iii. Competitors
- iv. Public
- v. Media

1.4.1 Customers

Customers of an industrial unit can be of different types. They include household, government, industry, commercial enterprises, etc. The number of different types of customers highly influences a firm. For example, America is the largest buying customer of Nigeria's crude oil, in the event of interest conflict, she may decide not to patronize Nigeria again. This clearly indicates that the customers do influence business. Therefore, a firm should develop 'plan B', to whether the storms of eventuality

1.4.2 Suppliers

They influence business. If a business has only one supplier, the supply of goods could stop for some reasons and the very existence of the business can be threatened or endangered. Hence, efforts should be made to have various suppliers.

1.4.3 Competitors

The competing firms do influence business in a number of ways. It could be by way of bringing new and cheap products into the market, by launching some sales promotion scheme or other similar methods.

1.4.4 Public

Public has different constituents like the local public, press or media, etc. The attitude or behaviour of these constituents can affect business units. For example, the local population can oppose some established firm whose business is excessively noisy. Similarly, if the media gives some favorable reports about a particular company the price of its share can register an increase on this count.

1.5 External Environment

This the environment on which the manager has no grip or control. Managers are meant to adapt to the external environment. In this environment we have the following factors which are not under the control of business or marketing managers:

- i. Political factors
- ii. Economic factors
- iii. Social factors
- iv. Technological factors
- v. Legal factors

Political factors

Specifically, political factors cover state policy areas such as tax policy, labour law, environmental law, trade restrictions, tariffs, and political stability. Political factors may also include goods and services which the government wants to provide or be provided (merit goods) and those that the government does not want to be provided (demerit goods). Governments have great policy influence on the health, education, and infrastructure of a nation.

Economic factors

Which include:

- (i) Economic growth.
- (ii) Interest rates
- (iii) Exchange rates
- (iv) Inflation rate, tax rate, &
- (v) Employment rate.

These factors have major impacts on how businesses operate and make decisions. For example, interest rates affect a firm's cost of capital and therefore to what extent a business grows and expands. Exchange rates affect the costs of exporting goods and the supply and price of imported goods in an economy.

Social factors

Which include the cultural aspects and include health consciousness, population growth rate, age distribution, career attitudes and emphasis on safety. Trends in social factors affect the demand for a company's products and how that company operates. For example, an ageing population may imply a smaller and less-willing workforce (thus increasing the cost of labor). Furthermore, companies may change various management strategies to adapt to these social trends (such as recruiting older workers).

Technological factors

Which include ecological and environmental aspects, such as R&D activity, automation, technology incentives and the rate of technological change. They can determine barriers to entry, minimum efficient production level and influence outsourcing decisions. Furthermore, technological shifts can affect costs, quality, and lead to innovation.

Legal factors

Which include discrimination law, consumer law, antitrust law, employment law, and health and safety law. These factors can affect how a company operates, its costs, and the demand for its products.

Post-Test

1. Explain each of the components of micro environment?.
2. Differentiate between the following:
Economic and legal environment?
Economic and technological environment?

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LECTURE FIVE

MARKETING FUNCTIONS

1.0 Introduction

This lecture focuses on various functions of marketing. In essence, knowledge of marketing is not complete without understanding of functions of marketing.

Objectives

At the end of this lecture, students should be able to:

1. Identify different functions of marketing
2. Explain each functions of marketing

Pre-Test

1. What does each function entails?.
2. How relevant are these functions?.

1.1 FUNCTIONS OF MARKETING

The functions of marketing include the following:

Buying, Selling, Financing, Storage, Transportation, Processing, Risk-Taking, Market Information, Grading and Standardizing.

1.2 Buying

Through marketing function, populace have the chance to purchase products that they needed and could afford.

1.3 Selling

Through marketing function, producers function in the free market system to trade goods.

1.3.1 Financing

Through marketing function, financial institutions feature in the model by providing fund for the production and marketing of products.

1.3.2 Storage

Through marketing function, products are stored and protected until such a time there is need for them. This function is particularly significant for fragile products such as table eggs, fruits and vegetables.

1.3.3 Transportation

Through marketing function, products are physically moved to the venue wherever customers access and make the buying decision. Transportation could be by road, rail and air. It could also be through the use of pipeline or telecommunications system.

1.3.4 Processing

Through marketing function, processing activities are executed. In this regard, raw materials are converted to either semi finished products or finished products. For example the conversion of wheat to floor and conversion of floor to bread, cake and the like.

1.3.5 Risk-Taking

Through marketing function, insurance companies are brought on board to offer coverage to guard producers, investors and marketers from every unanticipated occurrences. This function is highly for continuity of corporate organizations.

1.3.6 Market Information

Through marketing function, information from around the world about market conditions, weather, price movements, and political changes such that can affect the marketing process are brought to open. Telecommunication is instrumental in making information available as timely as possible to aid marketing decisions.

1.3.7 Grading and Standardizing

Through marketing function, products are graded and packaged in conformity with predetermined quality standards. Hence, household equipment come with various specifications, same with automobile and other products.

Post-Test

1. In what ways will marketing functions benefit an organization?.
2. Differentiate between the following:
Market Information and Risk-Taking
Grading - Standardizing and Processing

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LECTURE SIX

MARKET SEGMENTATION

1.0 Introduction

This lecture focuses on market segmentation. The benefits that follow market segmentation will be explained. Market segmentation is a veritable strategic tool in the at the disposal of dexterous marketers.

Objectives

At the end of this lecture, students should be able to:

1. Define market segmentation
2. Identify the benefit of

Pre-Test

1. Mention the processes of segmentation?
2. Who are those involve in the market segmentation?

MARKET SEGMENTATION

Market segmentation entail identifying various demographic component of a population, making a selection from the component which may eventually translate to the target. The target is that which the marketer focus their effort and resource on in other to realize the set objectives of the organization. Hence, marketers are actively involved in the segmentation process.

BENEFITS OF SEGMENTATION

1.1 Focus of the Company

Segmentation makes it possible for an organization to have a meaningful and profitable focus..

1.2 Increase in competitiveness

Segmentation makes it possible for an organization to muster strength to compete favorably in the market. Greater market share do necessarily translates to more profit for an organization, more so, when economy of scale is realized.

1.3 Market expansion

Segmentation makes it possible for an organization to realize geographical coverage in enviable magnitude. It brings about penetration of isolated terrain where fortunes are embedded. A good example is coca cola penetration and expanding her product to remote areas of Nigeria.

1.4 Customer retention

Segmentation makes it possible for an organization to understand the taste and need of the segmented market, then ensure that the customers are repeatedly and adequately satisfied. Hence, such customers reciprocate by staying loyal and retained.

1.5 Communication

Segmentation makes it possible for an organization to make effective communication. It brings about greater and clearer awareness about products and services.

1.6 Increases profitability

Segmentation makes it possible for an organization to minimize cost and maximize profit. In other words certain pitfalls are easily identified and avoided, for example there is no point incurring expenses to make wigs or hair attachment available for distribution where 90 percent of the residents adhere to modest biblical dressing culture.

Post-Test

1. How can market segmentation help marketer to avoid pitfall?.
2. What is the relationship between segmentation and target?

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LECTURE SEVEN

CONSUMER GOODS

1.0 Introduction

This lecture is centered on consumer goods. There is need to identify those goods that are categorized as consumer. Hence, one after the other, consumer goods shall be identified and explained.

Objectives

At the end of this lecture, students should be able to:

1. Identify different marketing concepts
2. Explain each of the concept

Pre-Test

1. The potential/strength of each of the marketing concept.
2. What necessitated exit from each of the marketing concept.

There are three (3) basic types of consumer goods that can be identified. These are:

- i. Convenient goods
- ii. Shopping goods
- iii. Specialty goods

1.1 Convenience goods.

Convenience goods simply refer to products that consumers purchase quite often. The majority of items categorized as convenience goods are pretty minimally and affordably priced, hence, there is no huddle to recurrent patronage of such goods. There are several examples of convenience commodities. A few of them are: toiletries, stationeries, footwear's, garments, groceries, disinfectants, orthodox medicine, and many more.

1.2 Shopping goods

Shopping goods simply refer to items on which consumers exhibit sense of rationality by comparing their prices before making a purchase. However, the issue that consumer can only compare prices of products that are close substitutes to one another. Hence, a relatively cheaper product may be of low quality. In Nigeria setting, a relatively cheaper product wears out fast, most especially when it comes to automobile spare parts and electronic products.

1.3 Specialty goods

Specialty goods refer to products that come with exceptional uniqueness. They are 'stand out' brands that purchasers found attractive and express willingness to make a purchase of them. A few examples of specialty commodities include elegant interior decorations, customized automobile, ordination costumes, wedding suits; wedding gowns; the services of dexterous

surgeons; eloquent legal luminaries, celebrities in event management, megastar brand ambassadors and many more.

Post-Test

1. With examples, explain Shopping goods?
2. Differentiate between the following:
Specialty goods and Convenience goods?

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LECTURE EIGHT

INDUSTRIAL GOODS

1.0 Introduction

This lecture focuses on business to business aspect of marketing. In this lecture, various industrial goods shall be uncovered..

Objectives

At the end of this lecture, students should be able to:

1. Identify various industrial goods
2. Explain each of the industrial goods

Pre-Test

1. What forms can industrial good take?.
2. Where uses industrial goods?.

INDUSTRIAL GOODS

Industrial goods come in form of the following:

- i. **Raw materials**
- ii. **Installations**
- iii. **Accessories**
- iv. **Supplies**
- v. **Components**

1.1 Raw materials

Raw materials refer to items or goods that are meant for further production. In other words they are goods that are not in a state that are meant to be consumed by final consumers.

1.2 Installations

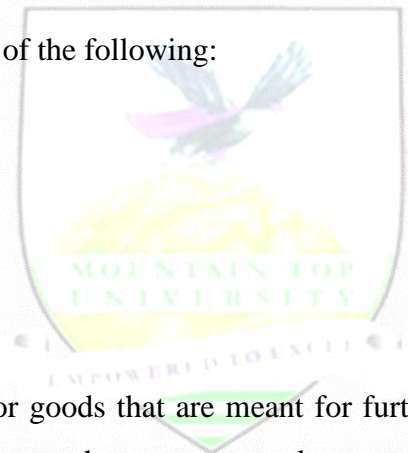
Installations simply comprised of fixed assets or costly goods that do not form part of the completed product but are exhausted or subjected to gradual diminishing why the usage lasts. Some examples of installation are equipment, factory buildings and plants.

1.3 Accessories

Accessories are industrial products that usually support production operations in an organization. However, such often do not have noticeable impact as regards the scale of production. In other words, every business category uses one form of accessory or the other. They do not form part of the final product. Examples of accessories are: office equipment like shredders, computers, scanners, forklift and so on.

1.4 Supplies

Supplies constitute consumables such as stationery, maintenance and repair items. They are subject to fast depletion.



1.5 Components

Components constitutes parts of the finished goods. They are not meant to be subjected to further production process.

Post-Test

1. Where are industrial goods needed?
2. Differentiate between the following:
Supplies and Components?
Raw Material and Installations?

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LECTURE NINE

DESK MARKETING RESEARCH

1.0 Introduction

This lecture focuses on marketing research whereby needed data are sourced from existing documents. Various avenues for harnessing data from existing document will be uncovered in this lecture.

Objectives

At the end of this lecture, students should be able to:

1. To find out what marketers do with data
2. Explain secondary data

Pre-Test

1. Where can existing data be obtained?.
2. How will data become useful?.

1.1 Desk Research

Desk research occurs in marketing when the market researcher comfortably put confidence on secondary data to derive needed information for decision making purposes. Data come in raw form and from data marketing managers do process out or derive information. Information is very relevant for good decision making Note, secondary data are compiled by existing establishments for their own uses. Secondary data can be obtained from the following sources:

1.2 Private/Government Research organization

Information could be derived from public and private market research organizations.

1.3 Advertising media

These include newspapers, magazines, TV and radio; advertising agencies, trade journals etc.

1.4 Libraries

Libraries are good sources of information on any subject.

1.5 Government

Government institutions responsible for Trade, Industry, Finance, Statistics, Internal Revenue, Customs, publish a wide range of data, which could be utilized by marketing researchers.

1.6 Universities

University research departments carry out research activities that are useful to business organizations.

1.7 Trade and professional associations

Examples of trade and professional associations include Chamber of Commerce, Industry, Mines and Manufacturers Association of Nigeria and Employers' Association. Professional associations include the Institute of Surveyors, the Institute of Engineers, and the Institute of Chartered Accountants. These trade and professional associations publish large volumes of information on their activities.

Post-Test

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LECTURE TEN

FIELD MARKETING RESEARCH

1.0 Introduction

This lecture is centered on field marketing research. This is marketing research whereby needed data are sourced directly and specifically for the purpose it is meant. Various avenues for harnessing field data will be uncovered in this lecture.

Objectives

At the end of this lecture, students should be able to:

1. Identify the beneficiaries of field marketing research.
2. Explain and differentiate between methods of field research

Pre-Test

1. Explain how to go about field research?.
2. Why is field research needful?.

1.1 Field Marketing Research

Field marketing research refers to a situation where the marketing organization(s) make use of the marketing officers, and sales executives for the collection of data from either the consumer, retailer, wholesaler or the combination of the afore mentioned. Practically, research efforts in this regards can take any of the following form:

- i. Surveys
- ii. Observations and
- iii. Experimentation

1.2 Primary Data

Both the survey, observation and experiment are usually referred to as primary means or primary sources of data. It is primary because it is the data that researcher purposely gather from the respondents for the first time and it has not been used before by any other researcher. One of the benefits of this research approach is that the researcher will have the opportunity of making use of raw data. Another advantage is that the information derived from such data are usually very current. Hence, such information can be deemed good for making well informed decisions.

1.3 Survey Method

Survey research method usually requires what the researchers referred to as research instrument. Thus far, the most popular research instrument is called questionnaire. Interview has also been proved to be nice option through which data can be elicited. Those who respond to questionnaire and interview are referred to as respondents. In other words these are the ones who supply raw data to the researcher. Note, the whole essence of data soliciting is to process out information for decision making purposes.

1.4 Observation Method

As per observation, the researcher may not require questionnaire. However, the presence of the researcher and the research assistance is paramount. The reason being that a life occurrence account of events must be documented for further analyses and interpretation. A salient example is when the sales executive of a marketing organization witness the activities in the distribution network, specific interest could be centered on the buying behaviour of consumers from the retailers.

1.5 Experimentation

Experimentations in this regard may involve the demonstration of the usage procedure, product care process, product storage and so on. Though experimentation is believed to be very useful in laboratory research, market researchers have found it relevant in the afore mentioned dimensions.

1.6 Importance of Field Marketing Research

- i. It is a reliable for harnessing raw data
- ii. Such data are useful for processing reliable information.
- iii. Good decisions arise from reliable information
- iv. Good decisions give birth to process redesigning
- v. Good decisions give birth to product redesigning
- vi. Process and product redesigning gives birth to new products.
- vii. Process and product redesigning gives birth to new services.
- viii. New products and services delight customers and entrench satisfaction
- ix. New products and services occasion more effective and impactful advertising.
- x. New products and services couple with market feedback propel right pricing and distribution strategies.

Post-Test

1. Identify the beneficiaries of field marketing research.
2. Differentiate between the following:
Survey and Experimentation methods of research
Observation and Experimentation methods of research

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LECTURE ELEVEN

CONTEMPORARY ISSUES IN MARKETING

1.0 Introduction

This lecture focuses on contemporary issues in marketing. The emergence of issues in marketing is inevitable. The contemporary issues in marketing can only continue to increase, more so in this age when research has become a formidable factor for knowledge increase. In this lecture a number of contemporary issues will be brought into view.

Objectives

At the end of this lecture, students should be able to:

1. Identify different contemporary issues in marketing
2. Explain each of the contemporary issues in marketing

Pre-Test

1. Why do we talk of contemporary issues in marketing?
2. How do managers handle contemporary issues in marketing?

CONTEMPORARY ISSUES IN MARKETING

For as long as there are research activities in marketing, there must be emergence of contemporary issues. We talk of contemporary issues because managers need to understand the things were not there yesterday, but they have now come to stay. This simply because the marketing terrain is very dynamic. More so, there are competitors who can utilize the knowledge of new dimensions of business to outperform others. In summary the knowledge of cotemporary issue is vital to managers success.

A few of contemporary issues in marketing are:

- i. Personal Branding
- ii. Tourism Marketing
- iii. Search Engine Marketing
- iv. Viral (Buzz) Marketing
- v. Guerilla Marketing

1.1 Personal Branding

Personal brand refers to positive idea that comes to mind whenever other people think of an individual. It is what an individual is known for, the values and capabilities associate with an

individual. Celebrities have utilize such opportunities to emerge as juicy event managers and popular brand ambassadors

.1.2 Tourism Marketing

Tourism marketing in this age has become a prime income earning investment for individuals and nations at large. Brazil is a good example of a nation that make fortune from tourism. Marketing managers and organizations have concentrate attention on tourism marketing.

1.3 Search Engine Marketing

This concept is staged as a structure of internet marketing. Hence, availability of search engine like Google and net work has enhances websites by increasing their visibility. Marketing managers and organizations have concentrate attention on search engine marketing

1.4 Viral (Buzz) Marketing

This marketing technique encourages public to extend an individual's communication to citizenry. Hence, advertisement with cheap is achieved. In viral marketing, the point spreads very fast. Marketing managers and organizations have concentrate attention on Viral (Buzz) marketing.

1.5 Guerilla Marketing

Guerilla marketing occurs as unexpected act in unexpected places. Hence, the act becomes a memorable and an attractive ringing experience to consumers.. Marketing managers and organizations have concentrate attention on Guerilla marketing.

Post-Test

1. How do contemporary issues in marketing work for marketin managers?
2. Differentiate between the following:
 - i. Personal Branding and Tourism Marketing
 - ii. Search Engine Marketing and Viral (Buzz) Marketing

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