FIRST TERM SCHEME OF WORK SS3 MARKETING NOTE

WEEK 1: Planning for a personal marketing outlet:- sources of fund, identifying a good market location

MEANING:

Planning is the process of anticipating future events and conditions and to determine cause of action for achieving set goals**, or planning is the process of setting goals, and allocating resources to accomplish them. There are three forms of planning namely; strategic planning, tactical planning and operational planning.**

Strategic planning is a process of determining an organization's primary objectives; that is long term planning that focuses on achieving overall goals and objectives.

Tactical planning guides the implementations of activities specified in the strategic plan. Tactical plans addresses shorter term actions than strategic plans. It focuses on current and near future activities that a firm must complete to implement its larger strategies.

Operational planning is the low level management plan that helps to achieve tactical plans. It is day-day planning that focuses on implementing plans. Therefore strategic planning is the top management planning made by the policy makers, while tactical planning is the middle management plan that addresses on shorter term actions and focuses on current and near future activities which a firm must complete to implement its larger strategies.

IMPORTANCE OF PLANNING:

1. It helps to clarify goals and objectives.
2. It reduces uncertainty and helps anticipate potential problems.
3. It improves efficiency by allocating resources effectively.

BENEFITS OF PLANNING:

1. Increased productivity by allocating resources effectively.
2. Better decision making: It helps to make informed decisions and evaluate options.
3. It reduces stress by providing a clear direction and plan.

IMAGES OF PLANNING

- Mirror image: It is the perception of how the staff of the organization see the organization.
- Current image: It is the opinion held by outsiders based on the knowledge of the organization.
- Wish image: This image is applied to a new organization with no defined image.

SOURCES OF FUND FOR PERSONAL MARKETING OUTLETS:-

1. To reduce unnecessary spending and invest idle money into profitable ventures.
2. Saving money with daily contributors and collectors.
3. To obtain loan from the bank.
4. To join cooperative and thrift society for the purpose of collecting loan
5. Seeking for assistance from National Directorate of employment (NDE).
6. Engage in manual labour or casual work to earn money for investment.
7. Seeking for financial assistance from wealthy individual and NGOs.

BENEFITS OF ESTABLISHING PERSONAL MARKETING OUTLET:-

1. To Encourage private partnership project.
2. To provide required skills for creation and poverty eradication.
3. To reduce crime rates and other criminal activities.
4. To reduce high rate of unemployment.
5. To promote national economic growth and development.

COST EFFECTIVE PERSONAL MARKETING OUTLETS:-

1. Fashion designing
2. Tailoring
3. Hair dressing
4. Barbing
5. Brick-laying
6. Music
7. Painting and house decoration etc.

IDENTIFYING A GOOD MARKET LOCATION:-

1. The Site must be within the reach of the buyers.
2. Nearness to source of raw materials.
3 .Nearness to manpower or competent staff.
4. Understanding the SWOT analysis to help compare internal organizational strengths and weaknesses with external opportunities and threats.
5. Formulation of a marketing strategy for selecting a particular target market and then satisfying consumers through careful balance of the elements of the marketing mix (Product, price, place and promotion).
6. Ensure easy accessibility of vehicles or foot.

Assignments:

1. What is planning? Explain three types of planning
2. Enumerate sources of fund for marketing outlets.
3. State five ways to identify a good marketing location.

WEEK 2:-

Planning for a personal marketing outlet: Setting up and operating a marketing outlet, purchase and supply of goods and services.

Setting up and operating a personal marketing outlet:

Having done the feasibility study to discover the need for the marketing outlet, the next thing is to stock the rented shop or apartment with right stock. The business owner does the following:-

1. Offer the right products to the right markets
2. Pricing the product appropriately and find easy way for customers to pay
3. Eliminate all obstacles to making a purchase
4. Understand your customers and encourage them to offer their piece of advice
5. Make your business environment inviting and comfortable
6. Treat every of your customers with utmost respect.
7. Update your website regularly.
8. Let customer satisfaction be your watch word.
9. Plan and prepare your promotional materials from the customers' point of view.
10. Respond to customers enquiries quickly and promptly.
11. Always remember to thank your customers for patronizing your business.

GUIDELINES FOR A GOOD MANAGER OF BUSINESS:-

1. Hold meetings regularly with the key personnel

2. Have a chart for plotting of the project plan to help others visualize the vision and concept

3. Encourage the staff and provide guidance and support as at when due

4. Monitor activities routinely and at planner checkpoint

5. Recognize completed steps and check them off the plan

6. Reward staff for achieving result and to motivate them

7. Acknowledge individual contributors when they meet their target

PURCHASING AND SUPPLY OF GOODS AND SERVICES:-

Purchasing/Supply department is also known as procurement unit. Their functions centered on purchasing and supplying the right quality/quantity of materials at the right time, from the right source, at the right price and to the right place. Supply is the total amount of products available for purchases at any specific price.

Functions of purchase/supply department:

1. Monitor market prices of the product's materials purchased and raw materials used in the organization.

2. Monitor suppliers' prices to know when price changes.
3. Participate in organizational planning policy and decision making.
4. Supply the company regularly with raw materials to avoid delay.
5. Maintain sound cooperative relationship and developed staff policies for effective running of the business

LAWS GOVERNING PURCHASE AND SUPPLY:-

a. The higher the price, the lower the quantity purchase and the lower the price the higher the quantity purchase
b. The process of adjustment rests at the point where purchase equals supply
c. An increase in supply will lead to decrease in the market price and an increase in purchase
d. A decrease in supply will cause an increase in price and a fall in purchase
e. An increase in purchase will bring about an increase in price and a rise in supply
f. A decrease in supply may lead to a fall in price and a decrease in purchase

Assignment

1. Explain five laws governing the purchase and supply of goods.
2. State five functions of purchases and supply department.
3. State five guidelines for a good manager of business.

WEEK 3:-

PURCHASE, SUPPLY AND MERCHANDISING OF GOODS AND SERVICES: Selling and bargaining skills, Fund Management.

Selling and bargaining skills:-

Selling is the agreement to transfer goods or provide services in exchange for money.

Bargaining is a decision making process of planning, reviewing and analyzing used by the buyer and seller to reach a common agreement or compromise. The decision arrived at must be in favor of each party. Although, it is possible that the degree of success favors one party than the other. A good procurement personnel should have a good bargaining and negotiation skill of arriving at common understanding through the use of deliberations, persuasion and communication on essentials of purchase such as price, delivery, quality, specification among other terms.

FORMS OF BARGAINING STRATEGY:-

1. Door-knob strategy-This is when it seems as if the final offer would not be released if agreement is not reached.
2. Compromise concession strategy-This is the settlement of differences in which one party gives something it has earlier requested.
3. Competitive bidding strategy- This is the process in which an organization invites suppliers to quote prices on proposed purchases of a contract.

TYPES OF SELLING:-

a. Field Selling- This is the face to face sales presentation made at the prospective customers home or business
b. Team Selling- It is a combination of sales people with specialist from other fractional areas to promote a product.
c. Prospecting Selling-It is the personal selling function of identifying potential customers.
d. Online selling: Using online platforms, such as e-commerce websites or social media.
e. Industrial selling: Where sales people sell products or services to businesses.

SELLING SKILLS:

1. Active listening: To know customer needs and concern.
2. Product knowledge: To appreciate the product or service being sold.
3. Persuasion: Influencing customer decisions.
4. Building rapport: Establishing trust and relationship with customers.
5. Communication: Effectively conveying the value of the products to the customers.

TYPES OF BARGAINING AND NEGOTIATION SKILLS

1. Listening skill: It involves paying attention to the other party attentively without interrupting, taking note and replying to all their concern properly.
2. Team work: It involves negotiation to discuss and come up with effective way to persuade the other party. It means more brilliant ideas and strategies.
3. Communication: To be a good communicator, you must understand the product or service you are marketing. Good communicator understand the other party and clarify all doubt.
4. Problem solving: You need to analyze a problem without thinking of your own gain, i.e. finding solutions that will meet the needs of both parties.

5. Patience: Exercising patience while dealing with the other party to arrive at a worthy conclusion.
6. Building rapport: You need to be friendly and adaptable to conduct negotiations quickly and easily.
7. Etiquette: Managing your time effectively and addressing the other party with respect.

FUND *MANAGEMENT* OR FINANCIAL MANAGEMENT:-

This is the management of fund available for investment in order to meet specified investment goals for the benefit of the investors. It is overseeing and handling of a financial institutions cash flow for the attainment of specified objectives.

REASONS FOR FUND IN BUSINESS TRANSACTION:-

1. Transaction Motive- It refers to companies demand for money for cost incurred for the day-to-day running of the business, otherwise known as variable cost e.g. expenses on fuel and raw materials
2. Precautionary Motive- It is money held by a business establishment for unforeseen circumstances that may occur in the production process, e.g. money set aside for unexpected break down of equipment, repairs and servicing.
3. Speculative Motive- This is the money held by business management meant for investment to make profit e.g. money meant for the purpose of buying and selling.

Factors for assessing sources of fund:

1. The cost of capital and repayment time
2. Risks associated with the sources of fund
3. Foreign exchange rate
4. The nature of the project whose fund is being sorted for
5. Amount of economic resources to be committed into the project.

BUDGET:-

It is a detailed plan showing how resources will be acquired and used over a specific period of time. It represents a plan for future purposes in financial and quantitative terms.

It is divided into **two** namely;

a. **Financial budget**- It refers to budget expressed in monetary terms such as cash sales capital and balance sheet budget.
b. **Non-financial**- It indicates budget not expressed in monetary terms. They are usually referred to as quantitative budgets. Examples time, space, material and product budget.

Reasons for budgetary control system:-

1. It helps organization to conduct their business in the most effective and efficient manner
2. It helps in advance planning of all operational activities.
3. It helps to promotes and enables achievements by the comparison of actual against set standard.
4. It enhances coordination to be achieved.
5. It helps sales and overheads in relation to internal and external factors and financial plan to be achieved.

Assignment

1. Explain five selling skills required by an entrepreneur.
2. Explain five types of bargaining and negotiation skills in business.
3. What is a budget? Explain two types of budget.

WEEK 4:-

ADVERTISING MEDIA:- The press- Newspapers, Magazines, Journals and books, Television, Radio, Advantages and Disadvantages.

Advertising is a form of communication through the mass media about product, services or ideas paid for by an identified sponsor.

Elements of advertising:

1. It must be paid for
2. It is persuasive in nature
3. The sponsors must be identified
4. It must have business transaction motive
5. Its essence is to communicate
6. It must be produced by a professional

Roles of advertising;

1. It informs about the existence of a product

2. It builds interest in the message that it presents

3. It educates the public about the benefits of the product

4. It builds brand preference

5. It creates job opportunities

MEDIA OF ADVERTISING:

The Press:

The press is a print media like newspapers, magazines/journals or books which appeals to the general public because of its wide circulation. It can be grouped into **two** namely;

-print media

-broadcast media

A. Print media:

Newspapers: are used to advertise goods and services which are in general use. It takes two form of advertising such as display and classified advertising.

Advantages-

-It offers excellent market penetration

- It has the ability to reach a large number of people in a single day

-It has the ability to convey detailed copy

-It could be retrieved for future use

-It enhances rapid audience communication

Disadvantages:

-Not for illiterate

-Very expensive

-It has limited package selectivity

-Some poor quality in packaging and production

-Not intrusive

Magazines, Journals and books:

It is a form of direct advertising for selected target audience depending on the subject matter. E.g. ovation magazine

Advertages:

- It could be retrieved for future use
- It has non seasonal reading
- Ability to deliver complex copy
- Can be stored for many years or days
- Pictures in fine colors reproduction

Disadvantages:

-Very expensive

-Geographical limitations

- It has uneven distribution
- Low frequency
- Appeals to only literates

Television:

It is a medium of advertising that is audio- visual, attracting largest audience. It is good to advertise goods where demonstration is needed

Advantages:

- High reach potential
- Dramatic presentation and demonstration ability
- Audio- visual advantage
- Ideal for demonstration method
- Attain rapid awareness

Disadvantages:

- Very expensive
- Needs electricity which is not always stable
- Time control
- High product cost
- Requires full attentions

Radio:

It is a medium that is oral or verbal and has the widest reach. Broadcast is done both in English and local languages. It uses various catchy phrases and slogans to create awareness.

Advantages:

- Low production cost
- Reach wider audience at once
- Portable and personal medium
- Not limited to literate
- Use of local personality

Disadvantages:

- Time limitation
- Product message could not be seen
- Prone to wrong interpretation
- Sometime ambiguous and misleading
- Message on product could not be seen

Advantages of advertising media:

1. Creating awareness
2. Providing job opportunities
3. It provides information about features and benefits of goods
4. It increases production as more goods will be demanded
5. Advertising firms also gain in terms of revenue

Disadvantages:

1. It can encourage too many brand names.
2. It can interfere with free choice of consumers
3. High cost of advertising is passed on to consumers in form of high prices
4. It encourages buyers to make unnecessary purchases
5. It is wasteful in terms of resources

TYPES OF ADVERTISING

1. Informative advertising: It is the advertising that informs the public about the existence of a product, assist customers to choose between alternative offered and give information about the benefits and uses of a product. It is good for introducing new products or job vacancies.
2. Persuasive advertising: It is used to persuade people to buy a particular brand of a product as being different from other brands. It lays emphasis

on distinctive characteristics of a product, appeals to people to buy and use a particular product.

3. Competitive advertising: It is advertising aimed at persuading people to buy one brand of product in preference to another brand by another producer. It is good for products with close substitutes, e.g. coke and Pepsi cola
4. Mass advertising: It is used by producers of similar goods or same goods that comes together to jointly advertise their goods to the consuming public without laying emphasis on a particular product brand, to reduce the cost of the advertising.
5. Specific advertising: Provides information specially on some lines of goods or a particular brand which is unique in nature.

METHODS OF ADVERTISING:

1. Direct method- advertising directed to group of people with relatively similar needs to avoid wastage.
2. Indirect advertising: It is directed to the totality or the generality of the consuming public. E.g. advertisement on salt, bread and sugar.

Factors Affecting Choice of Media:

1. **Extent of circulation:** Considering the percentage of the given audience to be covered.
2. **Frequency**: The number of times the same viewer may be exposed to the same advert.
3. **Communication**: The ability of a medium to deliver the impact desired by the advertiser to the target audience.
4. **Cost**: The cost of using a particular medium will determine the one to be used.
5. **Nature of the goods:** The nature of the goods will equally determine the medium to be used.
6. **Geographical selectivity**: The ability of the medium to reach out to homes in particular areas such as villages and urban areas.
7. **Flexibility of the medium:** The different things the advertiser can do using the same medium to save cost is also considered.

Assignment

1. State five roles of advertising and five elements of advertising.
2. State three advantages and two disadvantages of using television advertising.
3. Explain five types of advertising.

WEEK 5:-

BUSINESS MANAGEMENT: Meaning, Business Resources (Man, Money, Materials, Machines, opportunities).

Meaning: Managing a business is the use of people and other organizational resources to accomplish objectives. It also means the managerial functions of planning, organizing, directing, leading, controlling, coordinating and staffing.

OBJECTIVES OF BUSINESS:

1. To derive maximum profit
2. To provide job opportunities for people.
3. To protect the interest of the workers.
4. To provide goods that will meet the need of consumers.
5. To help solve some of the country's problems like environmental pollution.
6. To provide quality and cheap products for the consumers.

ELEMENTS OF BUSINESS MANAGEMENT:

1. **Planning:** This is setting of objectives, access the future and developing courses of action to accomplish those objectives. It means to determine now what to do in the future. It is also to anticipate and project futuristic.

Elements/Instruments for effective planning:

1. Intelligence
2. Experience
3. Exposure
4. Good perception
5. Judgement
6. Comparism
7. Good logical reasoning

   Advantages/Benefits of planning:

   1. **It permits the advance identification of** opportunities and threats to the organization
   2. It provides basis for the control of operation
   3. It helps in evaluation of managerial performance
   4. It helps to set up goals and targets to accomplish them
   5. It leads to acceptable decisions

2. **Organizing**: It is the process of arranging people and other resources (Men material, money, machine and method) to carry out plans and accomplish business objectives. It

involves the selection of materials, assignment of specific tasks to specific individuals and machines. It means determining the right people and right equipment in the right place.

3. **Controlling**: To ensure that events conform to plans. It is the process by which the manager determines whether organizational objectives have been achieved and whether actual operations are consistent with plans. Control means to set up standard and ensure that it is followed by proper supervision and taking action to correct deviations.
4. **Leading**: is the act of motivating people to perform certain task intended to achieve specific objective. It is the act of making things to happen.
5. **Directing**: is the process of motivating. It requires generating new business ideas, innovative, creative and future oriented. Seeking opportunities in change.
6. **Staffing**: Acquisition of qualified personnel based on merit and qualification
7. **Coordinating**: It is the process of integrating the objectives and activities of the separate units of an organization in order to achieve the pre-selected goals efficiently.

BUSINESS RESOURCES:

These are inputs required for efficient and effective running of the business. They are as follows:-

1. Human resources:

It refers to the personnel required to run a business to achieve organizational objectives. They may be skilled or unskilled labour.

2. Money resources:

This is money used to finance all aspect of a business such as purchase of materials and payment of labour. Finance can be obtained through borrowing and selling of shares, debentures and retained profits. Debentures are long term loans that borrowed by a company from the public. Retained profit are the profit realized by the business which the firm put back into the business.

3. Material resources:

This includes input, raw and semi-finished raw materials, equipment, tools, plants and machinery needed for production.

4. Opportunities and good will:

These are facilities within the environment which the business uses, e.g. water, electricity and telephone services. The name and reputation of an organization is referred to as good will.

Assignment

1. Explain four business resources.
2. Mention five objectives of business.
3. Explain five functions of business management.

WEEK 6: DEPARTIMENTALISATION: Meaning, various departments in an organization, organizational chart, social responsibilities

Meaning of departmentalization:
Departmentalization is the creation of departments and divisions in an organization. The different departments that exist in most organization are as follows:

1. **Personnel Department:**
   Functions-
   a. Employment of staff
   b. Organizing human development training programs and workshops
   c. Evaluation of staff
   d. Wages and salary determination
   e. In charge of staff welfare.
2. **Finance Department:**

   Functions-

   a. Raising of funds.
   b. Preparation of vouches for payment of wages and salary.
   c. Making payment to conditions or supplies of raw materials.
   d. Preparation of financial report of annual account.
   e. To control expenditure.

3. **Marketing Department:**
   Functions-
   a. Taking stock control.
   b. Identification of customer needs and wants in the market.
   c. Promoting the availability of goods and services to the customers.
   d. Convincing prospective buyers to buy a company's product.
   e. Ensuring two way communication through feedback mechanism.
4. **Production Department:**
   Functions-

a. Sourcing for quality raw materials for production activities.
b. Ensuring that the cost of production is within the reach.
c. Production of goods and services with the required quantity and quality.
d. Planning for new methods of production.
e. Assisting in the maintenance of machine and production equipment.
f. Adapting to technological innovations and inventions.

5. **Purchasing Department:**
   Functions-
   a. Taking good custody and care of raw materials.
   b. Ensuring that the required materials are procured.
   c. Monitoring of market prices.
   d. Issuing of goods to customers.
   e. Record keeping and maintenance of goods issued to customers.

<u>ORGANIZATIONAL CHART</u>

This is the diagrammatic representation of the relationship between the various organs of an organization. It is the diagram of any organization's structure showing the department, position and functions in the organization and how they are related.

<u>ORGANIZATIONAL CHART OF A BUSINESS</u>

Board of Directors
↓
Managing Directors
↓

Personnel Dept.	Accounting Dept.	Marketing Dept.	Purchasing Dept.	Production Dept.
Welfare unit	Audit unit	Mkt Research	Stock & control	Design unit
Training unit	Treasury unit	Advertising	Warehousing Unit	Maintenance
Recruitment	Wages & Salary	Sales unit		Quality control

Uses of an Organizational Chart:

a. It shows the line of authority and responsibility
b. It shows the various position in an organization
c. It shows the whole structure of an organization
d. It shows the relationship between various organs in an organization

e. It shows the boundaries of each position holder

SOCIAL RESPONSIBILITY OF A BUSINESS

Responsibilities to the community:

a. Provision of quality goods and services at affordable prices.
b. Employment of community members.
c. Controlling of pollution.
d. Provision of social amenities
e. Supporting sports and games.

Responsibilities to the consumers;

a. Truth in advertising.
b. Provision of quality goods.
c. Provision of after sales services.
d. Educating the consumers.
e. Attending to consumer complaint.

Responsibilities to the government;

a. Paying of taxes.
b. Complying with rules and regulations.
c. Employment of citizens.
d. Acceptance of government roles in business affairs.

Responsibilities to the shareholders;

a. Contribution of dividend.
b. Ensure business profitability.
c. Holding annual general meetings.
d. Preparing statement of account to show the business operations.

Responsibilities to the employees;

a. Recruitment and promotion.
b. Payment of remuneration.
c. Provision of conducive working environment which must be safe for workers.
d. Ensuring job satisfaction for workers.

e. Organizing training facilities.

Environmental responsibilities

a. Proper disposal of waste.
b. Waste treatment before disposal.
c. Reducing the rate of pollution.

Assignment

1. State five functions of marketing department and purchasing department.
2. Diagrammatically represent the organizational chat of a business, and state five uses of it.
3. Give three social responsibilities of a business to the following:
    i. Consumer
    ii. Community
    iii. Shareholders

<u>WEEK 7:</u>

ELEMENTS OF MARKETING:-Meaning, differences between marketing and selling.

MEANING: Marketing according to the American Marketing Association (AMA) is the performance of business activities that directs the flow of goods and services from the producers to the consumers or end users. The principle of marketing is anchored on exchange. Marketing creates the exchange process through the performance of the following activities:

-Buying

- Selling

-Transportation

-Storing

-Financing

- Risk taking

-Standardization and grading

- Obtaining market information

It is essential to note that marketing is not the same as selling. Marketing begins at the period when man decides to satisfy his needs and wants with an exchange.

DIFFERENCES BETWEEN MARKETING AND SELLING:

a. Marketing covers the process of distribution of goods and services, while selling is a part or an aspect of marketing.
b. Marketing creates various types of utilities e.g. possessions, time and place, while selling creates only possession utility.
c. Marketing is highly specialized and requires professionalism, while selling is simple and can be performed by anybody.
d. Marketing is the overall process of creating demand and facilitating distribution of goods and services, while spelling involves the actual exchange of goods and services.

Marketing Environment:

This relates to both internal and external factors affecting an organizations ability to develop and maintain successful transaction and relationship with its target customers. For a business to survive it must monitor what is going on in its environment. The two marketing environment are as follows:

- Micro Environment(internal factors)
- Macro Environment(external factors)

Micro Environment: This consists of an organization's own influences and resources. Objectives provide direction for marketing decisions. It is made up of an organizations immediate customers, competitors, clients, consumers. They can also be regarded as the stakeholders, shareholders, staff, staff relations and families of an organization.

Macro Environment: This relates to a set of broad influences that affects the environment such as follows:

- Socio-Cultural factor: This affects the how and why people live and behave the way they do and it has an impact on the customer buying behavior because people customs and norms are basically what shape and determine the society.
- Technology factor: It makes the previous materials to become outdated and the technological development will lead to an increase in the quality and quantity of goods to be produced.
- Economic factor: This influences the ability and willingness of individuals and organizations to perform transactions with a view to acquire goods and services which they need, want, and desire. It also affects their interest rate, inflation supply and demand for money.

- Political factor: The policy of the political party in power will affect the operation of the business. Government policies will determine business practices and investment climate in a country.
- Legal factor: Legislative laws and economic policies made at all levels exercise great influence on the marketing activities of any organization than any other indices. The business must abide by any legislation in its operation, e. g. company act, partnership act, employment act etc.
- Ecological factor: These include the climatic and ecological changes in an environment. The changes will include drought, erosion, pollution, flood and the water resources which will definitely affect the operation and performance of a business.
- Demographic factor: This takes into consideration the composition of the population, i.e. the size, and structure and how it affects the performance of a business. It is a statistical study of human population and distribution characteristics. Its relevance in marketing will determine the quantity and types of goods to be produced.

Assignment

1. State five differences between marketing and selling.
2. Explain the following marketing environmental factors:
    a. Economic
    b. Social
    c. Political
3. What is the difference between macro and micro environment.

WEEK 8:

Marketing Mix: Explanation of marketing mix (4ps) – product, price, place, promotion.

Marketing Mix-This refers to all marketing activities and decisions which may stimulate, enhance and promote sales. It is the combination of policies, procedures, processes, programs, strategies, techniques and methods adopted from period to period by an organization in its marketing programs and activities which will help to best achieve and actualize the mission, vision, goals and objectives within a certain period of time.

The marketing mix variables are known as the 4P's Product, Price, Place and Promotion which can influence the extent of customer level of patronage.

FOUR P'S OF MARKETING:

1. **Product:** This is anything that satisfy consumer needs in relation to goods, services and ideas. It includes making decisions about customer service, package design, brand names, trademarks,

warranties, product development, quality, feature and packaging. It is a strategies used to make a company product attractive and inviting to customers to promote and enhance patronage.

2. **Price**: It is anything that is used to facilities exchange. It is the monetary value placed on a product to facilities exchange.

PRICING STRATEGIES AND POLICIES

a. Rapid skimming strategy:

It is a strategy of high prices with a high promotion level. It makes an organization to place high prices on goods and services in order to recover as much gross profit as possible.

b. Low skimming strategy:

Used when a new product is launched at a high price and low promotion. The high price is to recover as much gross profit as possible and the low level of promotion keeps marketing expenses down

c. Rapid penetration strategy: Involves launching a product at a low price and spending heavily on promotion. It brings about the fastest market penetration and the largest market share.

d. Slow Penetration Strategy: It involves launching a new product at a low price and low level of promotion. Low price encourages rapid product acceptance and low promotion to realize more net profit.

Others like cash discount, quantity discount, trade discount.

3. **Place**: This refers to distribution, time/possession utilities. It allows consumers and producers to have goods available for use when and where they want them. It involves mode of transportation, warehousing, inventory control, order processing and selection of marketing channels.

4. **Promotion**: It relates to all marketing activities made to convince potential customers to buy a product. It is a strategy that persuasively communicates favorable information about a seller's product to the potential buyers. The main aim is to inform, persuade, educate, enlighten, orientate or remind the target audience about the availability of a product.

PRODUCT DIFFERENTIATION: It is a means by which producers distinguish their products from similar product of another producer. A practice by which a company offers unique colors, different brands and packaging in order to differentiate it from other products. It helps to remind the consumer that some product are superior and preferable to competing brands.**Assignment**

1. List and explain the four element of marketing mix.
2. What is pricing?
3. Explain five pricing strategies in marketing.