

Scope

Marketing is the soul of every business. Without marketing no one can survive in their business. Principles of marketing practical course provide the joint hand knowledge to the students on the current marketing scenario. This helps them to acquire the sufficient knowledge in the marketing field.

Objectives:

- Helps the students to get in-depth knowledge on Marketing Segmentation
- Helps to know about the proper Distribution channels
- Helps to identify the media of Advertisement

List of Practical

1. Prepare and Present the Development of Market Segmentation for any FMGC products
2. Give a Presentation of the Selection of distribution channel for Baby Product
3. Present in which media of Advertisement will you select for Cosmetic products
4. How to develop online marketing for apparels? Present and Defend
5. Give a Brief Account on Social Marketing
6. Give a Presentation on the following
 - i. Green Marketing
 - ii. Rural Marketing
 - iii. Service Marketing
7. Design a presentation on Consumer Exploitation - Food Products
8. Discuss in Group – “The Consumer Movements in India”

Suggested Readings**Text Book**

1. Philip Kotler,(2011),”*Marketing Management*”. New Delhi,[18th edition],Prentice Hall of India Pvt.Ltd

Reference books:

1. Michael, J.Etzel,Bruce J.Walker,William J Santon and Ajay PAndit.(2005),*Principles of Marketing*. [13th edition].
2. Neeru Kapoor,(2011), *Principles of Marketing*. New Delhi, PHI Learning Private Limited.
3. Rajendra Maheswari.(2009), *Principles of Marketing* New Delhi, International Bokka House Private Limited.
4. CB Gupta and Dr.RajanNair(2014), *Marketing Management*.New Delhi, Dultan Chand&Sons.

EX. NO: 1	PREPARE AND PRESENT THE DEVELOPMENT OF MARKET SEGMENTATION FOR ANY FMCGI PRODUCTS.
30.06.2018	

AIM:

To prepare and present the development of market segmentation for any FMCGI products.

PROCEDURE:

- 1.) FMCGI - Fast Moving Consumer Goods.
- 2.) Milk is one of the FMCGI Products.
- 3.) Milk comes under market segmentation as follows:
 - * TV advertisements
 - * Pamphletsfor the targeted customers.
- 4.) The targeted customers of Milk is the residential Peoples.

Thus, we use TV advertisements and pamphlets for reaching the residential peoples.

MARKET SEGMENTATION FOR ANY FMCG PRODUCTS

MARKET SEGMENTATION

Market segmentation is the process that companies use to divide large heterogeneous markets into small markets that can be reached more efficiently and effectively with products and services that match their unique needs.

- Use a variety of different meaningful variables (bases) for segmenting
- Segments can be better reached with the resources of the marketer

MARKET SEGMENTATION

Segmenting

1. Consumer markets
2. Business markets
3. International markets

Requirements for effective segmentation

Segmenting Consumer Markets

Marketers try different segmentation variables, alone and in combination, to find the best way to view the market structure.

Geographic segmentation

Demographic segmentation

Psychographic segmentation

Behavioral segmentation

SEGMENTING BUSINESS MARKETS

Business buyers can be segmented using many of the same variables as consumers:

- Geographically
- Demographically (industry, company size)
- Behaviorally (benefits sought, user status, usage rate, and loyalty status)

Segmenting International Markets

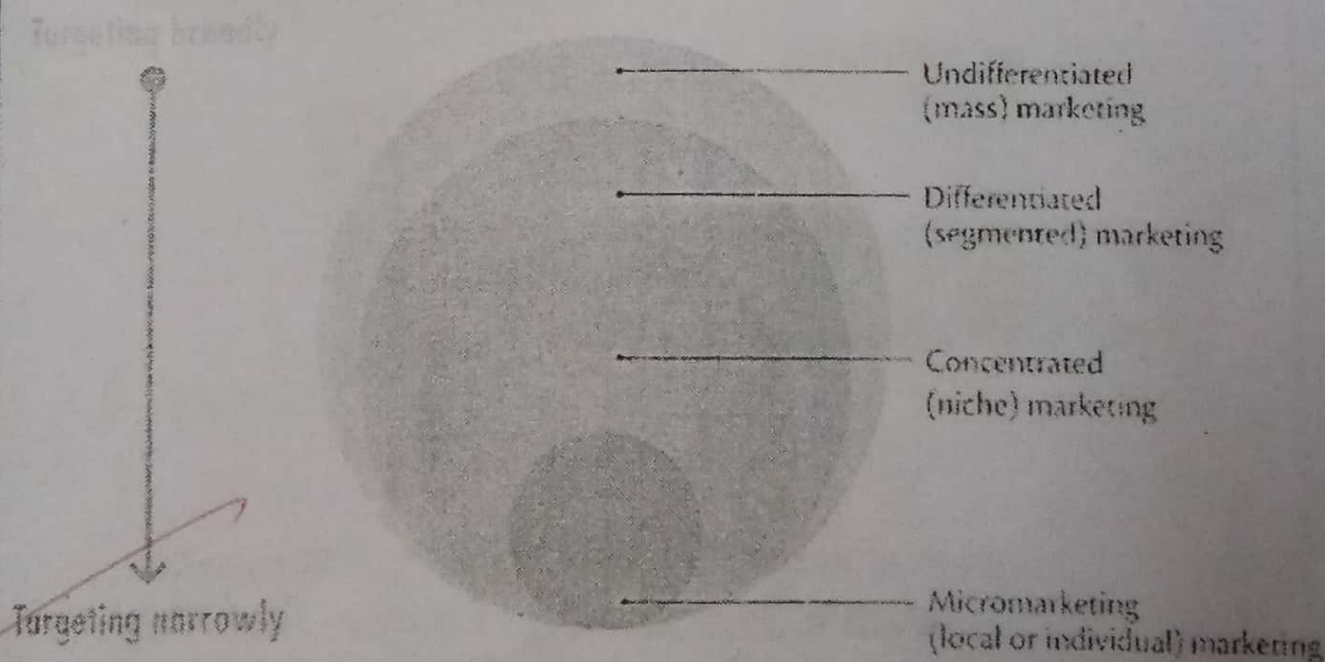
- Geographic location – *regions*
- Economic factors – *population income levels or overall level of economic development*
- Political and legal factors – *the type and stability of government, receptivity to foreign firms, monetary regulations, and the amount of bureaucracy*
- Cultural factors – *common language, religions, values and attitudes, customs, and behavioral patterns*

REQUIREMENTS FOR EFFECTIVE SEGMENTATION

To be useful, a market segment must be:

- Measurable
- Accessible
- Substantial
- Differentiable
- Actionable

MARKET TARGETING



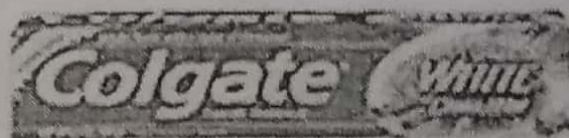
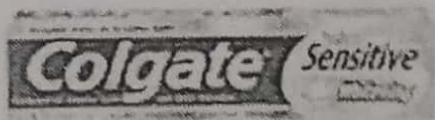
Market Targeting

Undifferentiated marketing targets the whole market with one offer.

- Mass marketing
- Focuses on common needs rather than what's different

Differentiated marketing targets several different market segments and designs separate offers for each.

- Goal is to achieve higher sales and stronger position
- More expensive than undifferentiated marketing
 - Extra marketing research
 - Forecasting, sales analysis, promotion, planning, and channel management
 - Extra promotion, advertising



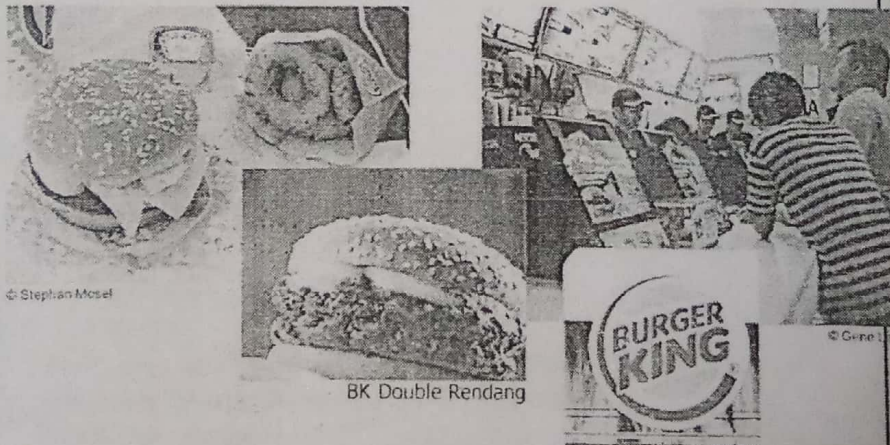
Differentiated marketing – Colgate targets different market segments with different types of toothpaste.

Concentrated marketing targets a small share of a large market; the marketer goes after a large share of one or a few niches.

- Niche marketing
- Appealing when
 - Limited resources
 - Greater knowledge of consumer needs in the niches
 - Special reputation
- More effective and efficient
- Higher-than-normal risks

Micromarketing is the practice of tailoring products and marketing programs to suit the tastes of specific individuals and locations.

- Local marketing
- Individual marketing



Micromarketing – fast food chains like Burger King introduce rendang burgers in Singapore and Malaysia, where local palates prefer spicy food.

Local marketing involves tailoring brands and promotion to the needs and wants of local customer groups (cities, neighborhoods and stores).

Benefits of local marketing

- Increased marketing effectiveness in competitive markets
- More customer-specific offerings

Challenges of local marketing

- Increased manufacturing and marketing costs
- Less economy of scale
- Logistics
- Dilution of company image

Individual marketing involves tailoring products and marketing programs to the needs and preferences of individual customers.

Also known as:

- One-to-one marketing
- Mass customization
- Markets-of-one marketing

RESULT :

Thus, market segmentation for FMCG product is prepared and presented.

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EX-NO: 2	GIVE A PRESENTATION OF THE
	SELECTION OF DISTRIBUTION CHANNEL
11-07-2018	FOR BABY PRODUCT

AIM:

To give a presentation of the selection of distribution channel for baby product.

PROCEDURE:

1-) Baby product comes under the segmentation of

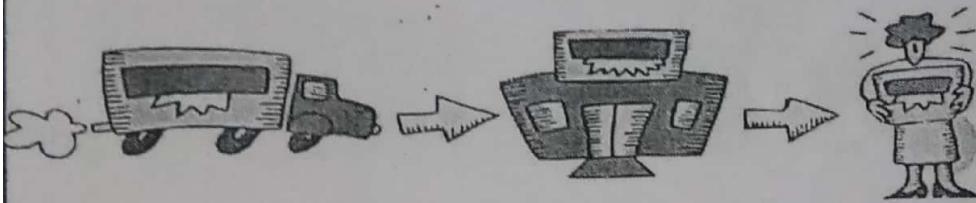
* TV advertisements.

2-) The targeted customers of baby products is the kids, age of less than three.

3-) As the kids can't be the direct customers to buy the products, parents are the indirectly targeted customer.

4-) Thus, we use TV advertisements to reach target customers.

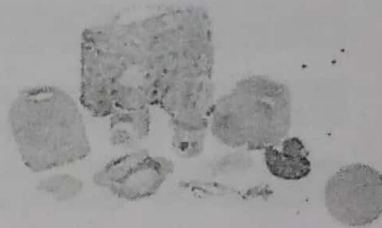
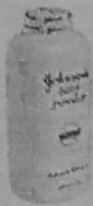
DISTRIBUTION CHANNEL FOR BABY PRODUCTS



Definition:

A channel of distribution comprises a set of institutions which perform all of the activities utilized to move a product and its title from production to consumption.

BABY PRODUCTS



CHANNEL FUNCTIONS

- Information
- Promotion
- Contact
- Matching
- Negotiation
- physical distribution
- Financing
- Risk taking

LENGTH OF CHANNEL

- Channel length = number of levels in a distribution channel.



MANUFACTURER → CONSUMERS

- Direct selling
- No middleman required
- Simplest and shortest channel
- Fast and economical
- Adopted by both small producers and big firms.

MANUFACTURER → RETAILER → CONSUMERS

- One stage distribution channel
- One middleman required i.e., retailer
- Producers sell to big retailers, departmental stores.
- Retailers sell the products to ultimate customers.
- Retailers purchase in large quantity.

MANUFACTURER → WHOLESALER → RETAILER → CONSUMER

- For small retailers with limited order quantities, the use of wholesalers makes economic sense. Wholesalers buy in bulk from producers and sell smaller quantities to numerous retailers. But large retailers in some markets have the power to buy directly from manufacturers and thus cut out the wholesalers. These big retailers are also able to sell at a cheaper rate to consumers than retailers who buy from the wholesaler. Wholesalers dominate where retail oligopolies are not dominant.
- This is a two-level distribution channel.

MANUFACTURER → AGENT →

WHOLESALER → RETAILER → CONSUMER

- Companies use these channels when they enter foreign markets. They delegate the task of selling their product to an agent who does not take title to the goods. The agent contacts wholesalers and receives commission on sales.
- In their quest to reach more customers, companies are increasingly using multiple channels to distribute their products. A company's product may be found in a company-owned store, an exclusive store, a multi-brand store, and a discount store simultaneously. Companies have realized that all customers of a product do not buy from the same retail.
- This is a three-level channel.

EXAMPLE:

Product: Nivea

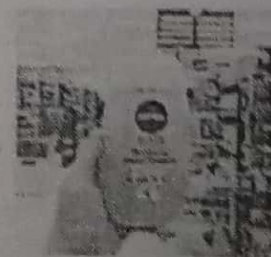


Channel type: m → w → c

Manufacturer

wholesaler

customer



RESULT :

Thus, the distribution channel for baby product is selected and presented.

Ex: No: 3	PRESENT IN WHICH MEDIA OF ADVERTISEMENT WILL YOU SELECT FOR COSMETIC PRODUCTS
20.7.2018	

AIM:

TO present cosmetic products advertisements on selected media.

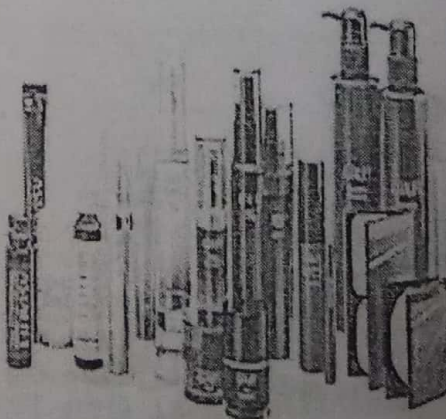
PROCEDURE:

- 1) The media selected for cosmetic products is online marketing.
- 2) The targeted people for cosmetic product is female between who are the age group of 15 to 45.
- 3) The reason for choosing online marketing is to cover wide range of customers.
- 4) Thus, we use online marketing to market cosmetic product.

COSMETIC PRODUCTS

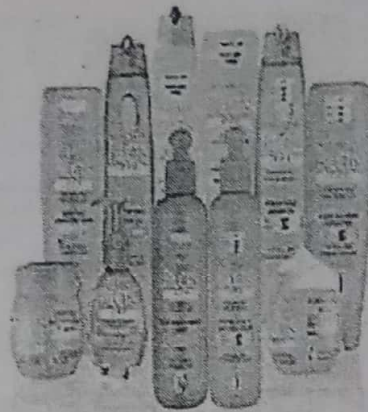
MEDIA SELECTED FOR COSMETIC PRODUCTS

- The media selected for cosmetic products is online marketing.
- The forgetter people for cosmetic products is female between who are the age group of 15 years to 45 years.
- The reason for choosing online marketing is to cover wide range



ONLINE MARKETING

- Online marketing is a set of tools and methodologies used for promoting products and services through the internet.
- Online marketing includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the internet.



TOP 10 COSMETICS BRANDS IN INDIA

- LAKME
- LOTUS
- BIOTIQUE
- L'OREAL
- SHAHNAZ HUSAIN
- REVLON
- MAYBELLINE
- HIMALAYAS
- COLORBAR
- ELLE18



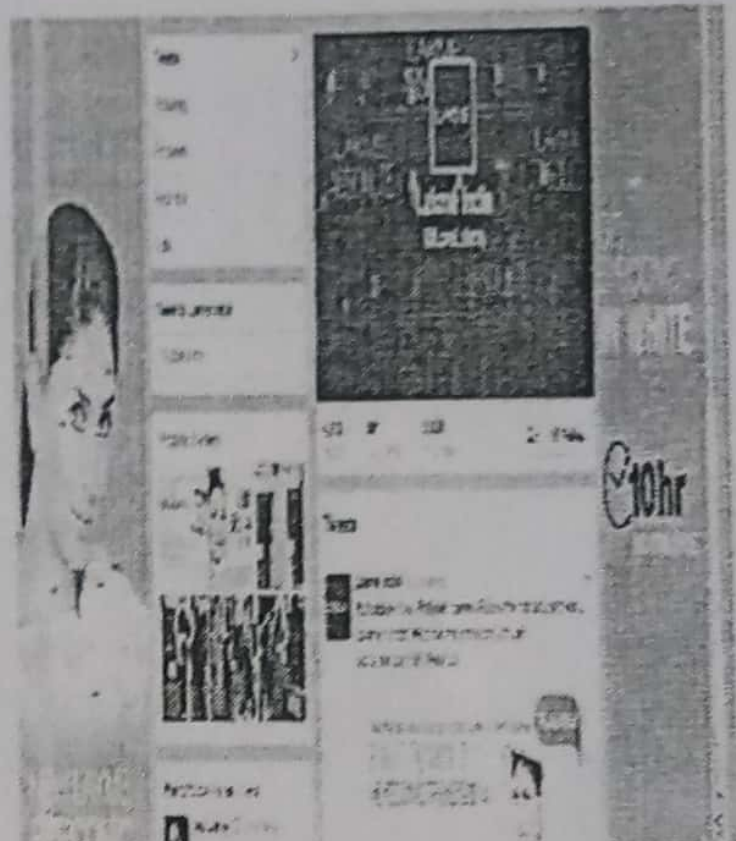


Image taken

by [illegible] - [illegible]

Guess what food your skin needs this week? A refreshing bunch of
strawberries. Use it you'd not get.

(Image Courtesy: Pinterest) - with Maurice Smith and 8 others.



RESULT:

Thus, Online marketing is selected as a media of advertisement for cosmetic products and it is been presented.

(Signature)

EX: NO: 4 HOW TO DEVELOP ONLINE MARKETING

31.07.2018 FOR APPARELS PRESENT AND DEFEND

AIM:

To develop online marketing for apparels.

PROCEDURE:

1) Create a catchy tagline.

Example: "Lexus - A style for every story".

2) Use social media to tell your story.

Example: Social Media "T-shirt"

Digital Marketing for Fashion Industry



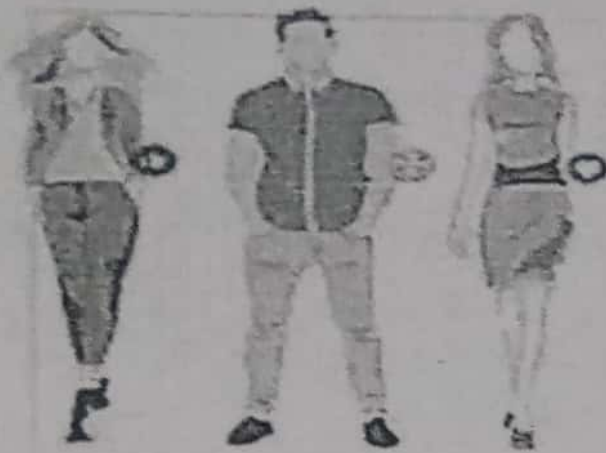
ONLINE MARKETING –TOP 10 TIPS

- You buy what u see?
- Tell the story of the product
- Professional photography – do you need it?
- Create the story of your company
- Some products sell better than others online
- Marketing: don't let your shop just sit there
- Online exclusives
- Returns policy
- Press & PR
- Initial offers for app-users



WHAT IS THE ROLE OF DIGITAL MARKETING?

- You would want to be where your customers want to see you right?
- If a prospective client feels connected with the brand, chances are he will immediately buy it.
- It's all about interaction, building a personal touch and not just about sales.



Time to Globalize
Your Apparel Collection



KATARIA DIGITAL

BENEFITS OF DIGITAL MARKETING

- You can monitor your brand closely.
- You can monitor other brands closely.
- You can post a variety of ads at a cheaper rate.
- Easier to track ROI

To create and maintain a good connect with their online audience, fashion houses should ideally have their presence on

- Facebook
- Twitter
- LinkedIn
- YouTube
- Instagram
- Pinterest

SALE

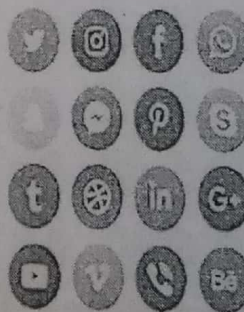
SOCIAL MEDIA NETWORKS

1. Facebook

- A product centric content game-plan is the best bet for Facebook.
- You can integrate it across other channels.
- Posting consistently and interesting trivia are also a great way for engaging posts.
- Create enticing offers.
- It is necessary to focus on individual demographic interests to reach specific targets.

2. Pinterest

- Highlight Fashion testimonials.
- Tell client stories.
- Provide a pin chat.
- Think seasonally, yes that's the different part of Pinterest. For e.g. Christmas, Diwali and New Year.



Wetv 9000

SOCIAL MEDIA NETWORKS

3. Instagram

- Engage fans and target your audience.
- It's more of a visual medium where information is communicated through photos.
- Create story telling strategies.
- Add well-thought out messaging and always use hashtags while complying with the best Instagram practices.
- You can come up with a theme in-sync with your product line.

4. YouTube

- This is another visual medium but the focus is more on videos.
- It is a great way to push people towards your website.
- Making engaging videos is a task but very helpful from the SEO perspective and to gain views.
- You can also showcase events on your YouTube profile.



VideoStock

EXAMPLE:

In a nutshell we take a quick review of what will be necessary for a good digital strategy for a fashion brand.

- Create various style guides to show your visitors what to wear.
- Post interesting facts about the latest fashion trends.
- Have every new email subscriber follow you on Instagram.
- You can create gift guides for your potential buyer to entice them to buy
- Run a photo contest on various social channels where you can ask your community to participate and share a photo of something your brand believes in.
- Launch a blog.



DIVA

ARVYNNAH TUBO
STYLING

Spring Couture 2017



RESULT :

Thus, the above procedure helps to develop the apparels through online marketing and it is been presented.



Ex: No: 5 GIVE A BRIEF ACCOUNT ON SOCIAL
11.08.2018 MARKETING

AIM:

To give a brief account on social marketing.

PROCEDURE:

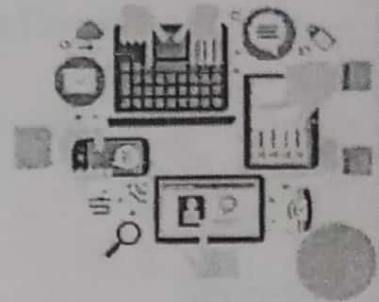
Websites and applications that enable users to create and share content or to participate in social networking.

Example:

- 1.) Facebook
- 2.) Whatsapp
- 3.) Tumblr
- 4.) Instagram
- 5.) Twitter
- 6.) Skype
- 7.) Snapchat
- 8.) Pinterest
- 9.) LinkedIn
- 10.) Telegram

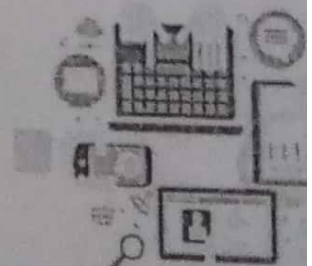
Social marketing is a marketing strategy through social media.

SOCIAL MARKETING



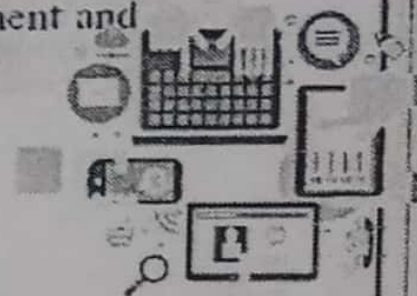
SOCIAL MARKETING

Social marketing is the use of marketing theory, skills and practices to achieve social change. It has the primary goal of achieving "social good." Traditional commercial marketing aims are primarily financial, though they can have positive social affects as well. In the context of public health, social marketing would promote general health, raise awareness and induce changes in behavior.



SOCIAL MARKETING VS COMMERCIAL MARKETING

Social Marketing	Commercial Marketing
Meets the needs of the priority population	Creates a need for the priority population
Society and consumer profit	Marketer profits more than consumer
Organizations with similar goals cooperate	Businesses with similar goals compete
Campaigns take longer to change behavior	Shorter time needed to sell a product
Consumer involvement and commitment needed	Shorter term commitment and involvement



RESULT :

Thus, a brief note on social marketing is given.

EX: NO: 6 GIVE A PRESENTATION ON THE FOLLOWING
AS A GREEN MARKETING, RURAL

29.08.2018 MARKETING, SERVICE MARKETING

AIM:

To give a presentation on the following:

- 1.) Green marketing
- 2.) Rural marketing
- 3.) Service marketing

PROCEDURE:

1.) Green Marketing:

Green marketing refers to the process of selling products and/or service based on their environmental benefits.

* NOT containing toxic material.

* Able to be recycled.

2.) Rural marketing :

The Rural marketing refers to the activities undertaken by the marketers to encourage the people, living in rural areas to convert their purchasing power into an effective demand for the goods and services and making these available in the rural areas, with the intention to improve their standard of living and achieving the companies objective, as a whole.

3.) Service marketing :

Service marketing typically refers to both business to consumer (B2C) and Business to Business (B2B) services, and includes marketing of service such as tele communication service, financial services, all type of

hospitality, tourism leisure and
entertainment services, car rental
services, health care services and
Professional services and trade
services.

GREEN MARKETING, SERVICE
MARKETING, RURAL MARKETING

GREEN MARKETING:

Consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.

Incorporates a broad range of activities, including:

- product modification/innovation
- changes to the production process,
- packaging changes,
- as well as modifying advertising.

Looks at how marketing activities utilize limited natural resources, while satisfying consumers wants, both of individuals and industry, as well as achieving the selling organization's objectives

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SERVICE MARKETING:

- Explain what services are and identify service trends.
- Explain the need for special services marketing concepts and practices.
- Outline the basic differences between goods and services and the resulting challenges for service businesses.
- Introduce the service marketing triangle.
- Introduce the expanded services marketing mix.
- Introduce the gaps model of service quality.

CHALLENGES:

- Defining and improving quality
- Communicating and testing new services
- Communicating and maintaining a consistent image
- Motivating and sustaining employee commitment
- Coordinating marketing, operations and human resource efforts
- Setting prices
- Standardization versus personalization

Examples of service marketing:

Health Care

hospital, medical practice, dentistry, eye care

Professional Services

accounting, legal, architectural

Financial Services

banking, investment advising, insurance

Hospitality

restaurant, hotel/motel, bed & breakfast, ski resort, rafting

Travel

airlines, travel agencies, theme park

Others

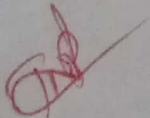
hair styling, pest control, plumbing, lawn maintenance, counseling services, health club

ADVANTAGES:

- 1. Reduced Burden on Urban Population
- 2. Rapid Economic Growth
- 3. Employment Generation
- 4. Improved Living Standard
- 5. Development of Agro-based Industries
- 6. Optimum Utilization of Rural Untapped Resources
- 7. Improved Rural Infrastructures
- 8. Quality of Life and Reduced Crime

RESULT :

Thus, the presentations for Green marketing, Rural marketing and service marketing are given.



EX: NO: 7 DESIGN A PRESENTATION ON CONSUMER
EXPLOITATION - FOOD PRODUCTS

10.9.2018

AIM:

To design a presentation on consumer exploitation of food products.

PROCEDURE:

Consumer exploitation refers to the act of taking advantage of buyers. However, many market giants exploit consumers with malpractices of varying magnitude, manufacturers make false claims about what a given product does to consumers into buying it.

1) selling at higher price - The price charged for the product will not be proportionate to the quality.

2) Product risk - Drugs that are hazardous, banned or beyond expiry date.

3) Adulteration - This is very common in food items and could prove to be highly injurious to one's health.

4) False claims - Manufacturers make false representations about their products in the media with a view to mislead the consumers.

CONSUMER EXPLOITATION

What Is Meant By Consumer Exploitation?

- When a producer is doing selfish deeds for his/her own benefit and the decision is a purpose giving more than mental happiness for only the producer and having adverse effects on consumer who may be illiterate or unaware, etc..



HOW ARE CONSUMER EXPLOITED

- Through adulteration of consumer goods
- Poor quality of goods and services
- Misleading advertisement
- Short measure and underweight goods
- Creation of artificial scarcity by hoarding goods

CAUSE OF CONSUMER EXPLOITATION

- ILLITERACY AND IGNORANCE: CONSUMER IN INDIA ARE MOSTLY ILLITERATE AND IGNORANT
- UNORGANISED CONSUMERS: IN INDIA CONSUMERS ARE WIDELY DISPERSED AND ARE NOT UNITED.
- SPURIOUS GOODS: THERE IS INCREASING SUPPLY OF DUPLICATE PRODUCTS
- DECEPTIVE ADVERTISING: SOME BUSINESSMEN ARE MISLEADING INFORMATION ABOUT QUALITY, SAFETY AND UTILITY OF PRODUCTS.
- MALPRACTICES OF BUSINESSMEN: FRAUDULENT, UNETHICAL AND MONOPOLISTIC TRADE PRACTICES ON THE PART OF BUSINESSMEN LEAD TO EXPLOITATION OF CONSUMERS.

FACTORS LEADING TO CONSUMER EXPLOITATION

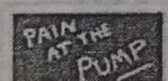
- Deceptive and misleading techniques
- False warranties or guarantees
- Non availability of goods
- Adulteration
- Hoarding
- Black marketing



Some counter arguments



Exploitation of the consumer – majority will pay marginal cost causing loss of allocation efficiency



Extraction of consumer surplus turned into higher producer surplus / supernormal monopoly profit



Possible use as a predatory pricing tactic / and barrier to entry / might cause trade tensions

RESULT :

Thus, a presentation on consumer exploitation of food products is designed.

Ans

Ex. NO: 8 DISCUSS IN GROUP - "THE CONSUMER
MOVEMENTS IN INDIA".

26.9.2018

AIM:

To discuss in group - The consumer movements in India.

PROCEDURE:

In the year 1958, The Indian standards institute had arranged a convention at New Delhi. As per the resolution passed at the convention, the consumers association of India was established in 1959.

In 1966, the consumer guidance society of India was formed in Mumbai with the object to protect consumer against rising prices of essential commodities. In the same year on 2nd 1996, Council for Fair Business Practices was formed by leading industrialist like, J.R.D Tata and others.

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The Indian consumer union was established in 1971. The activities of the union include offering legal advice, testing facilities, arranging lectures and seminars. The consumer education and Research centre were formed in 1978, at Ahmedabad, to guide and protect consumer rights.

Consumer co-operative societies like Grahak Panchayat and government employees consumer stores, etc., are also formed to protect consumers. They make their purchases directly from producers and sell them at reasonable price to members.

The growth of consumer movement in India is very slow due to several reasons such as illiteracy of Indian consumers, general attitudes of the public, lack of active support

from political parties and other members of the society only in urban areas like Mumbai, Delhi, Kolkata, etc., the consumer movement is gaining some prominence. There is hardly any consumer movement in rural areas.

RESULT :-

Thus, we discussed in group about "The Consumer Movements in India".

9/11