

Department of Information and communication Sciences

Level : third year LMD.

Teacher : Miss YAHI.

### *Lesson one : Marketing*

- **Marketing (التسويق)** : It is the action or business of promoting and selling products or services, including market research and advertising. It involves researching, promoting, selling, and distributing products or services.
- **Product (المنتج)** : is an object or system made available for consumer use; it is anything that can be offered to a market to satisfy the desire or need of a customer .
- **The role of marketing** : is to establish relationships between customers and organizations offering to the **market** where it gives the confidence to want to try a new product in the market as posed to situations where the products enter the market without publicity.
- **marketing function (وظائف التسويق)**
  - a- tasked with branding of the organization.
  - b- participation in publicity activities .
  - c- advertising and customer interaction through feedback collection.
  - d- setting prices and distribution.
  - e- product management and promotional channels.

#### **B- Marketing Strategies :**

##### **Marketing concepts :**

- a- **Production concept (مفهوم الانتاج)** : « consumers will favor products that are available and highly affordable ».
- b- **Product concept (مفهوم المنتج)**: « quality, performance, and innovative features should be presented in the products »
- c- **Selling product (بيع المنتج)**: « consumers will not buy enough of the firm's' product unless it undertakes a large-scale selling and promotion effort »
- d- **Marketing concept (مفهوم التسويق)**: « knowing the needs and wants and delivering the desired satisfactions better than competitors do »

- e- **Societal marketing concept** (مفهوم التسويق الاجتماعي): « customer's and society's well-being should be maintained or improved »
- **Marketing Environment** (البيئة التسويقية) is the combination of external and internal factors and forces (owners, workers,customers, machines, materials ; and markets,) which affect the company's ability to establish a relationship and serve its customers.