

Session 2

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Taller

Exam

Session 2

1. MARKETING NOWADAYS

The new young society demands new products, with the rapid technology progress; internet is not the future, internet is the present. The global communication depends of the growing internet, now company's moves and operates the complete business with the information international access, also resulted in fundamental shifts at the level of marketing decisions and implementations.

The most important in when we apply the online marketing nowadays to communicate with our consumers and create a maintain an online business.

1.1. Marketing in the XXI Century

Over 50 years the marketing change and we have different option to choose and apply in our industries

Traditional

- Television
- Radio
- Print
- Magazine

- Direct Mail
- Promotional Products

Digital

- Social Media
- Mobile
- Website Design
- Search Engine Optimization
- Search Engine Marketing
- Online Video
- Blogging
- Banner Ads
- Landing Pages

1.2. Scope of Marketing

Marketing people are involved in marketing 10 types of characters:

- Goods: The global industry change and maintain the quality of the product more than quantity.
- Services: As economy progress, the consumer appreciates the service to good mix.
- Experiences: The market has to create a quality performance for the consumers.
- Events: Time to invest and promote the products such as interchampionship, tradeshows, and more.
- Persons: The consumers are attracted for recognized people.
- Places: The companies compete to attract the tourisms.
- Properties: With the new technology the company can move from residential, but for security reason the consumer appreciate when the company is tangible.
- Organizations: The image of the product has to build and strong presentation to invest in the society.
- Information: The clearest information you have for the consumer, more advances the company has
- Ideas.

1.3. Changes in the Business environment and marketing

The consumers has the priority to take control and the consumer are not innocents like years before, the consumers research first about the product and them the consumer what is good or bad, and the company created a quality control system to covered all necessities for the consumers.

1.4. Company orientation towards to the market

1.4.1. Production Concepts

Consumers appreciate more when the product is accessible

1.4.2. Product Concept

Consumers appreciate more the quality, innovation and performance products

1.4.3. Selling Concept

The companies needs to be aggressive in the publicity areas, because the consumers are visuals more than intangibles

1.4.4 Marketing Concepts

Consumers appreciate more when the company focuses in the needs

1.4.5 Social Media Concepts-

The umbrella of all networking inter-communications systems