



# PRAKTIK PEMASARAN

## KONSEP & STRATEGI PEMASARAN



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.

Marketing management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.

Marketers can market goods, services, events, experiences, persons, places, properties, organizations, information, and ideas in four different marketplaces: consumer, business, global, and nonprofit.



Today's marketplace is fundamentally different than in the past, resulting in many new consumer and company capabilities. Technology, globalization, and social responsibility are creating new opportunities and challenges and significantly changing the management of marketing.

Organizations can conduct business under the production concept, the product concept, the selling concept, the marketing concept, or the holistic marketing concept.



The holistic marketing concept (including relationship marketing, integrated marketing, internal marketing, and performance marketing) is based on the development, design, and implementation of marketing programs, processes, and activities that recognize their breadth and interdependencies.

Successful marketing management includes developing and implementing marketing strategies and plans, capturing marketing insights, connecting with customers, building strong brands, creating, delivering, and communicating value, and managing the marketing organization within the global economy.



The value chain is a tool for identifying key activities that create customer value and costs in a specific business. The value delivery process includes choosing (or identifying), providing (or delivering), and communicating superior value.

Market-oriented strategic planning is the managerial process of developing and maintaining a viable fit between the organization's objectives, skills, and resources and its changing market opportunities.



Strategic planning occurs at multiple levels: corporate, division, business unit, and product. Corporate strategy includes defining the mission, establishing strategic business units (SBUs), assigning resources, and assessing growth opportunities. This is the framework within which divisions and SBUs prepare their strategic plans.



The marketing plan summarizes what the firm knows about the marketplace and how it will reach its marketing objectives, operating at both the strategic and tactical levels. Marketing implementation turns marketing plans into action assignments to achieve the plan's objectives.

Firms use marketing metrics, marketingmix modeling, and marketing dashboards to monitor and assess marketing productivity. By applying marketing control, management can assess the effects of marketing activities and make improvements.





# REFLEKSI



1. **Informasi penting hari ini**
  
  
  
  
  
  
  
  
  
  
2. **Manfaat penting dari informasi penting hari ini**
  
  
  
  
  
  
  
  
  
  
3. **Tindak lanjut yang dapat saudara lakukan**



**Thank you!**  
**Any questions?**