



# Department of Marketing Management

## University of Kelaniya

### Crafting Strategists



Teaching Standards



Focus Skills



Professional Development



Outward Insights



Hands on Marketing



Blended Faculty

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# **Marketing Management Philosophies**

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# 1. The Production Concept

The production concept holds that consumers will prefer products that are widely available and inexpensive.

To achieve

High production efficiency

Low costs

Mass distribution



## 2. The Product Concept



The product concept holds that consumers will favor those products that offer the most quality, high performance and innovative features.

- The additional cost involve with the product will be bared by the consumers.
- **Lead to Marketing Myopia**  
(companies tend to focus on the product rather than on the consumer's needs.)

### 3. The Selling Concept



This concept holds that consumers will not buy the organization's product unless the organization undertakes an aggressive selling and promotional effort.

Starting point

Focus

Means

End

Factory

Products

Selling & Promoting

Profit through  
sales volume





# 4. Marketing concept

## Marketing concept involves:

- Focusing on customer needs before developing the product
- Aligning all functions of the company to focus on those needs
- Realizing a profit by successfully satisfying customer needs over the long-term

Starting point

Focus

Means

End

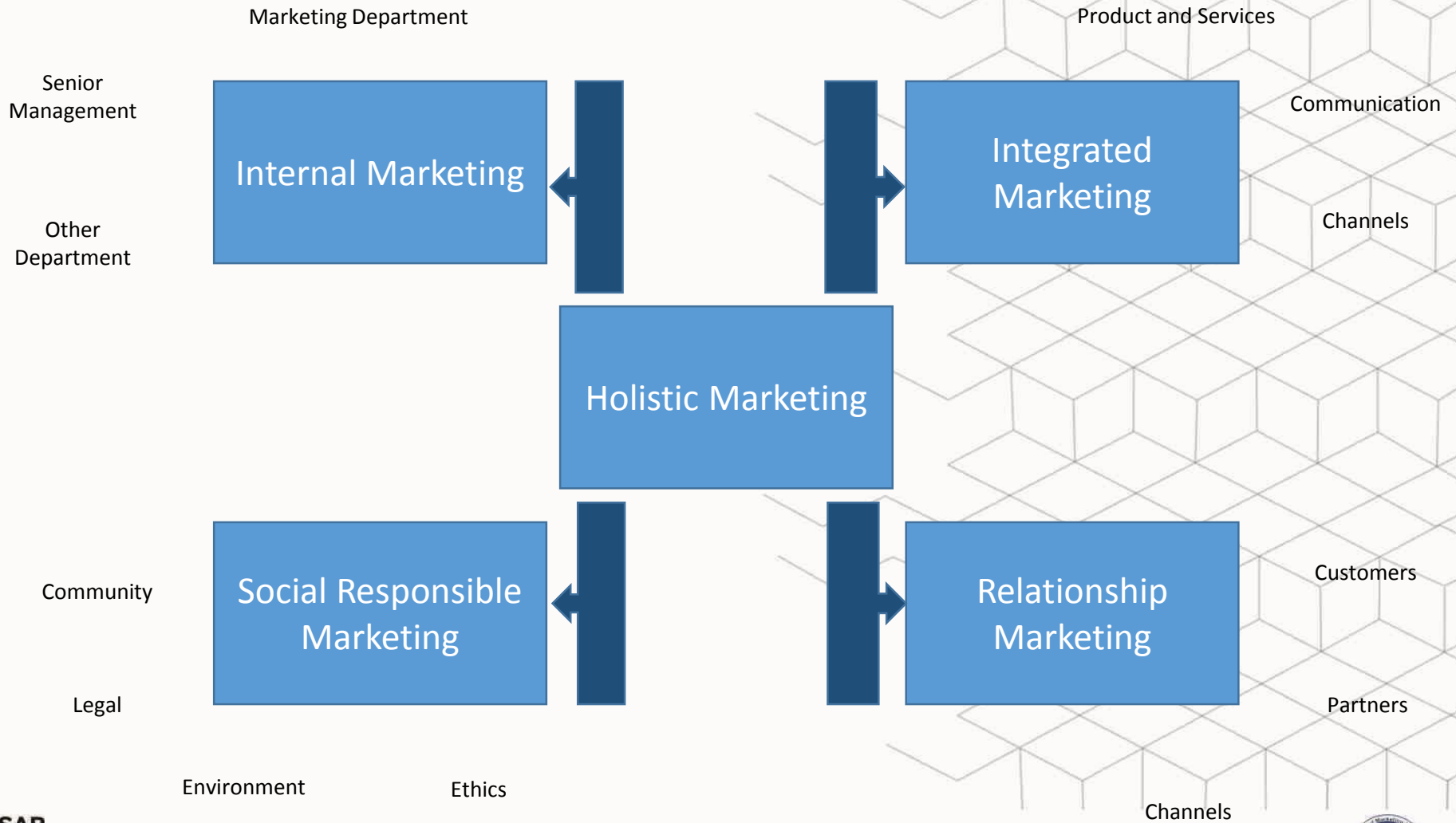
Target  
Market

Customer  
Needs

Integrated  
Marketing

Profit through  
Customer  
Satisfaction

# 5. Holistic Marketing Concept





## 5.1 Internal Marketing

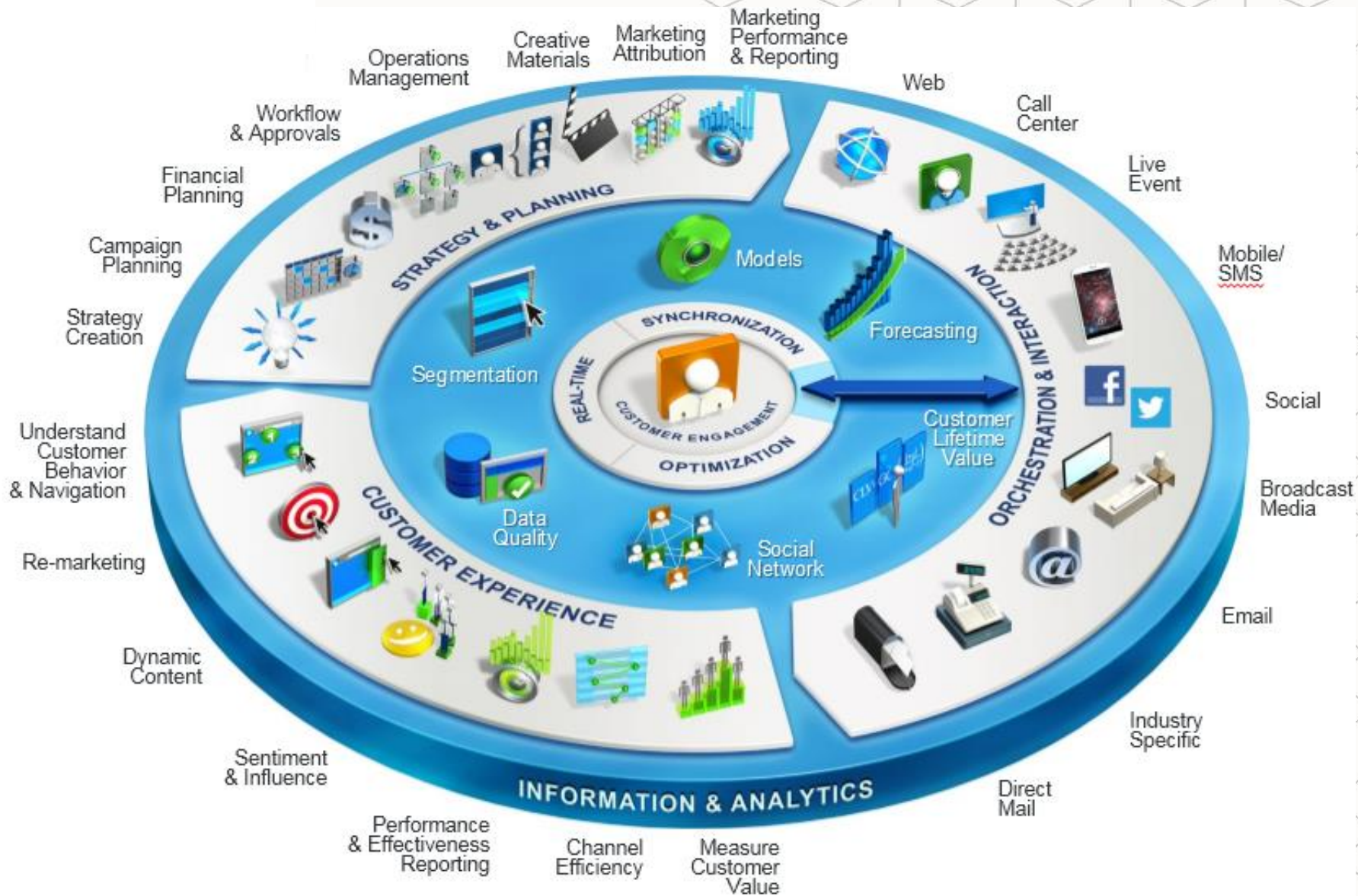
Ensures that everyone in the organization embraces appropriate marketing principles, especially senior management. This is the task of hiring, training and motivating employees who wants to serve customers well.



## 5.2 Integrated Marketing

The marketer's task is to devise marketing activities and assemble fully integrated marketing programs to create, communicate and deliver value for consumers.





# Integrated Marketing



## 5.3 Relationship Marketing

Relationship marketing has the aim of building mutually satisfying long-term relationships with key parties



## 5.4. Social Responsibility Marketing.

Understands the broader concerns and the ethical, environmental, legal and social context of marketing activities and programs.





**Thank you**  
*Have a good Day*