

Scope of Marketing

The scope of marketing is determined by the market offering of an organization. Market offering is a combination of goods, services or ideas, persons, place, information offered to market to satisfy specific needs and wants of people.

Market offerings can also include Idea, person, organization, places as discussed below

- 1) Goods:** - an item is considered good if it is tangible at a something that could be tasted, heard smelled or seen. The examples are bread, fruits, mobile phone and TV.
- 2) Services:** - these consist of services of professional like doctor, advocate, chartered accountant, electrician and other services such as banking, insurance, and transport.
- 3) Ideas:** - an idea is a mental concept and it is intangible in nature. Marketer makes an idea to change the behaviour of the target people in some way. For example, pulse polio campaign, anti-smoking, campaigns are the example of spreading specific idea to change the behavior of perception of the target audience
- 4) Persons:** - marketing of person has become a specialized job these days. Experts are employed to market specific personality like politicians, actor, and painters. For example, the election campaign by the major political parties generally concentrates on marketing their leader to the voters.
- 5) Organisation:** - many organisation including social political, religious, educational market them to build up their reputation and to make people aware about their activities
- 6) Places:** - the marketing of places is also a common feature of the day tour and travel agencies induce people to visit various tourism and health resorts such as Red Fort, Pink City .It is also called as destination marketing.
- 7) Events:** - event marketing promotes time base events such as trade fair, social, central events, religious events. Sports events and entertainment night the famous examples include includes International Trade Fair and Book Fair at Pragati Maidan
- 8) Experience:** - this marketing includes promoting activities that provide fun filled thrilling experience to people for example the joy rides in amusement park, Water Park at specified locations.
- 9) Real estate:** - real estate Builders and Developers use organised marketing to promote their market offering for example plots, flat, commercial shops and offices.

Functions of marketing:-These are divided into four parts

Function of research

- 1) Marketing research:** - marketing research helps in analysing the buyer's wants, attitude and behavior about the product and effectiveness of advertisement media .Its major task is to provide the marketing manager with timely and accurate information so that better decisions could be made. Marketing research is the systematic search for an analyzing of fact related to a marketing problem
- 2) Marketing design and development:** - if product is something, which offers by a business organisation to final consumer is to satisfy their demand after marketing research, which is mainly directs towards knowing the needs, and wants of the consumer .The next step is product design and development. Therefore, it is necessary to plan and develop products, which needs the specification of the consumer products the products must be designed and developed in such a way it meets the requirement of the customer and offer them value for money.

Function of exchange

- 1) Buying and assembling:** - after procurement of raw material, production process procedure we get the final product whatever may be the case the production department take decision regarding procurement of raw material and making the products or buy spare parts and assemble them depending upon the requirement of the organisation.

2) Selling - it is an important aspect of marketing under which the ownership of goods is transfer to the final consumer. Sales may take the form of one is negotiated and second one is auction sale.

In case of a negotiated sales the terms and conditions between the buyer and seller are arrived at by bargaining.

In case of auction sale there is no scope for negotiation between the seller and buyer. The buyers assemble at the place of auction and bid against one another for the goods on sale.

Physical treatment function

1) Standardisation grading and branding :-standardization means setting up of specification of a product grades of agriculture product based on the specification and branding it's all about a logo, picture and combination of both which influence a consumer to purchase a product and differentiate it from the other product.

2) Packaging: - packaging is known as fifth P of marketing mix. Packaging is done to protect the product from damage in transit and to facilitate easy transfer of goods to the final consumer

3) Storage: - storage of goods in warehouses has become an important services these days because of producer manufacturing, traders, mercantile, agent, importer, exporter have to store their goods in warehouses because if they want to achieve the economies of scale so they have to produce to the maximum level of production but some time demands are not up to that limit so we have to store the product in a warehouse.

4) Transportation: - transport plays a significant role in the economic, social ,political development of a country with the help of the various means of transport. Raw materials are transported from the place of their production to the industrial Centre where they are converted into finished goods and after this process the final goods are transferred to the final consumer by using these transportation facilities. By doing so transportation removes the distance problem and creates place utility.

Facilitating functions

1) Personal selling: - personal selling is an important method of selling it includes direct and personal contact to the final consumer, face-to-face interaction to the final consumer and getting feedback at a time.

2) Advertising: - advertising has become an important function of marketing. It is creation of non-personal link between the advertiser and the receiver of the message. Business firms use several media of advertising to sell their product for example newspaper, magazine, radio television, cinema halls, window display, and internet.

3) Financing:- financing and marketing function of a business are interrelated with each other .Every department get finance facility from the Finance Department to fulfill their activities as well as the financing of the customer purchasing has become an integral part of modern marketing. The provision of goods to the final consumer on credit basis an important device to increase the volume of sales, so the credit facility is the basic facility given to the wholesaler and retailer as well as consumer.

4) Risk taking:- risk involved in almost all stages in the marketing process right from the product planning to the final transfer of the ownership to the final consumer and after-sales services but in every step there is risk involved for example right from the production planning there is a chance of change in the demand and supply condition loss in storage and transportation in fact this is a part and parcel of the business marketing race may arise because of change in time place demand journal business condition. Some of these risks such as theft, fire, and earthquake can be insured with the Insurance Company against the payment of the required premium