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**Marketing Management Orientations**

**The book outlines on pages 10 – 12 the FIVE Marketing Management Orientations;**

* **The Production Concept**
* **The Product Concept**
* **The Selling Concept**
* **The Marketing Concept**
* **The Societal Marketing Concept**

**Write the definition for each of the 5 Marketing Management Orientations below.**

Production Concept: the fact that people will go for what is there and what is cheaper. Then the company they are buying from should work on a system to make more quickly.

Product Concept: that people will go for what works, looks, and what is best. Therefore a company should work on making it better.

Selling Concept: That customers will not buy anything if it’s not promoted. Something that customers do not need. Ex- car insurance.

Marketing Concept: know the needs and wants of society and make your customers happier than your competition.

Societal Marketing Concept: should focus on long-term interests of people and society.

**Based on the following situations select the most appropriate Marketing Management Orientation**

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| 1. A discount cola brand that focuses on the efficiency of production and low labor costs to deliver a highly competitive product to the market place
 | production |
| 1. Progressive Insurance launches a nationwide campaign to promote the value of purchasing Progressive Auto Insurance.
 | selling |
| 1. When Apple identified that consumers where not interested in a compact disc player and were more interested in a portable music device, they were most likely implementing this Marketing Management Orientation.
 | marketing |
| 1. Sony focused intensely on creating a better compact disc player by continuously improving the product, adding more features and building an overall better compact disc player.
 | product |
| 1. Dawn recently launched a campaign that will donate a dollar from every purchase of Dawn Dish Washing Detergent to save wildlife.
 | societal marketing |
| 1. Acer computers segmented the computer market and decided to target a market that values an extremely competitive price.
 | production |
| 1. A life insurance company recently hired an additional 10,000 sales reps across the United States.
 | selling |
| 1. Craftsman has been at the forefront of product innovation for tools and hardware for the past 20 years.
 | product |
| 1. Canon realized that consumers were not really looking for a better film camera and were more interested in a camera that could capture and store rich high quality images.
 | marketing |
| 1. Gap has announced a national marketing campaign called Product Red. A percentage of sales of these products is donated to end hunger in Africa.
 | societal marketing |