

Principles of Marketing

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This is a summary of the book Principles of Marketing. Marketing is one of the important and valuable topics and concepts in economics. Marketing has two basic pillars: supply and demand. The production of products and their proper pricing is one of the most important topics in economics. Marketing refers to a set of marketing terms and tools that influence the market. Usually, the customer is faced with a series of products and services through which he can increase the knowledge related to his needs. Human need is one of the most fundamental concepts that is considered in marketing. Today, marketing plays an important role in the domestic and foreign trade of countries, and due to the expansion of domestic, and foreign exchanges, the variety of goods, and the variety of ways to present them, as well as the expansion of producers of goods, and services, the increase in population, and mass migration of people from villages to cities, today's marketing It has become more important. We consider marketing as a social and managerial process by which individuals and groups can fulfill their needs and desires through the creation and exchange of products and values with others and enhance business activities. The first historical statement about marketing activities was made by Herworth. The Lydians were people who used gold and silver coin for retail purposes. Marketing, in the concept of buying and selling, originated in the 7th century BC in Asia Minor. In the 21st century, fundamental changes have occurred in marketing. The rapid development of communication, computer, transportation, and other technologies has made it possible to provide new ways to identify and track customers as well as provide special offers based on their needs. Today, marketing is recognized as an advanced combination of strategy and technology. In some ways, business marketing is similar to consumer marketing. In both markets, people operate. These people play the role of buyers, and to meet their needs, they decide to buy, but commercial markets are different from consumer markets. There are fewer large buyers in the commercial market. Business customers are geographically dispersed business buyer demand originates from end consumer demand. In some commercial markets, demand is less elastic (price change does not have much effect in the short term). In the commercial market, demand fluctuates more and changes faster. Marketing management begins with a thorough analysis of the business situation. The marketer should carry out (SWOT), which deals with the overall assessment of strengths, weaknesses, opportunities, and threats. Strengths include abilities, resources, and positive situational factors that help the organization in serving customers and achieving goals. Marketing cannot be done in isolation from the rest of the business. A market is a social arrangement that enables buyers and sellers to discover information and exchange goods or services. International marketing is also an important issue. The desire to continue industrial investments, the necessity of economic growth, the motivation to achieve excellence and fame in the business scene, emphasis on improving efficiency and profitability, a saturation of domestic markets, mass production policy, and the need for foreign goods and exchange income are among the factors that are necessary And it reveals the importance of international marketing. Due to the rapid changes that have occurred in the international economy, planning to operate in foreign markets is much more difficult and complicated than in the past. Today, all businesses (both large and small) are somehow involved in international competition. In addition, today's marketers are responsible for the social and environmental impacts of their work. According to the speed of marketing growth, corresponding to the complexities in the field of production, buying, and selling, marketing in Afghanistan has not progressed as it should, and it is a new issue that needs proper growth and development.