



Subdivision
Smila Engineering
Professional College
National University of Food
Technologies



Project
« My profession is the best »

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Marketing

Marketing is a set of goals, tasks, functions, methods, and strategies for developing a product or service, promoting it, distributing it to customers, and managing relationships with customers, employees, suppliers, and others for the benefit of the company.

Now we will consider the following questions:

- What is marketing?
- What do marketers do?
- Who can go to work after marketing?
- Why should you choose marketing?





Merchandising, as a type of
marketing -
it is the science of how to
properly place goods on the
shelves.

INTERESTING FACT

What is marketing?

Marketing is a social and managerial process aimed at meeting the needs and wants of both individuals and groups through the creation, supply and exchange of goods.



Next questions

WHAT DO MARKETERS DO?

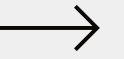
Marketers are engaged in studying the market, buyers, trying to find out exactly what services and goods will be in demand by buyers.

WHO CAN GO TO WORK AFTER MARKETING?

Marketers are engaged in studying the market, buyers, trying to find out exactly what services and goods will be in demand by buyers.

WHY SHOULD YOU CHOOSE MARKETING?

It is marketing that is the driver of this process, a powerful mechanism for adapting to market changes and improvements, which helps enterprises to always be in the trend of rapidly updating market products.



Goals and objectives of marketing

Marketing in itself cannot have a goal, because it is only a tool, an object in the hands of different people who pursue their goals. Nevertheless, it is possible to trace a general trend in the use of marketing, from which we can derive its goals.



Peter Drucker, a
management
theorist, voiced
the following
opinion:



THE GOAL OF MARKETING
IS TO MAKE SALES
EFFORTS UNNECESSARY,
TO KNOW AND
UNDERSTAND THE
CUSTOMER SO WELL THAT
THE PRODUCTS OR
SERVICES WILL FIT
PERFECTLY AND WILL SELL
THEMSELVES.



Advertising on the Internet

01

ONE OF THE MAIN TOOLS OF INTERNET MARKETING IS PAID ADVERTISING. IT ALLOWS YOU TO IMMEDIATELY RECEIVE TRAFFIC TO THE SITE, LANDING PAGE, PAGE IN SOCIAL NETWORKS.

02

FOR EXAMPLE, YOU CAN ADVERTISE YOUR BRAND IN SEARCH. THESE ARE ADS THAT APPEAR IN RESPONSE TO USER QUERIES ON SEARCH ENGINES.

03

GOOGLE ADS ARE USED TO LAUNCH ADVERTISEMENTS.



Marketing management

Marketing management is a process, the main components of which are analysis, planning, implementation of plans and control over the implementation of measures aimed at establishing, strengthening and maintaining mutually beneficial exchanges with target markets to achieve the company's goals.



Questions

- 1. WHAT IS MERCHANDISING?**
- 2. WHAT DO MARKETERS DO?**
- 3. WHO CAN GO TO WORK AFTER MARKETING**
- 4. WHAT OPINION WAS EXPRESSED BY PETER DRUCKER**
- 5. WHAT IS A PROCESS CALLED, THE MAIN COMPONENTS OF WHICH ARE ANALYSIS, PLANNING, IMPLEMENTATION OF PLANS AND CONTROL OVER THE IMPLEMENTATION OF MEASURES?**
- 6. WHAT IS ADVERTISING ON THE INTERNET?**
- 7. WHY SHOULD YOU CHOOSE MARKETING?**
- 8. WHY DOES MARKETING HAVE NO PURPOSE?**
- 9. CAN GOALS BE DERIVED FROM MARKETING?**
- 10. IS THE SENTENCE CORRECTLY FORMULATED? MARKETING IS A SET OF FORMS, DOCUMENTS, FORMS, METHODS AND STRATEGIES FOR DEVELOPING A PRODUCT OR SERVICE.**

THANK YOU FOR YOUR ATTENTION

