



# Role of Marketing

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Marketing is a central driver of business success, described as the **management process responsible for identifying, anticipating, and satisfying consumer requirements profitably**. While often misunderstood as mere advertising or sales gimmicks, successful marketing involves weaving a customer-centric focus into the very fabric of an organization to create true wealth and innovation



# The Evolution of Modern Marketing

In the modern business landscape, marketing has evolved from traditional advertising into a **complex, data-driven strategy** essential for the success of both startups and established corporations. Rather than just promoting a product, contemporary marketing focuses on **understanding customers, building lasting relationships, and creating value.**

# The Evolution and Core Functions of Marketing

The transition from traditional media (print, radio, television) to digital platforms has empowered businesses to reach wider audiences with **personalized, measurable messaging**. Marketing serves several vital functions within an organization:



## Building Brand Awareness

Ensures customers recognize and trust a brand, differentiating a company from its competitors.



## Customer-Centricity

Places customer needs and behaviors at the center of campaigns, using data to offer personalized content for higher satisfaction and retention.



## Driving Revenue

Attracts new customers and nurtures them through the sales funnel while identifying upselling and cross-selling opportunities.



## Enhancing Retention

Focuses on loyalty programs and ongoing value to create **brand advocates** who provide organic promotion, as acquiring new customers is more expensive than keeping current ones.

# The Strategic Importance of Digital Marketing

A robust digital marketing strategy is indispensable in today's interconnected world, allowing for a **360-degree digital presence**. Key advantages include



## Global Reach

Businesses can expand beyond local markets to reach a worldwide audience.



## Precision Targeting

Tools like SEO, PPC, and social media targeting allow marketers to reach specific niche demographics with tailored messages.



## Real-Time Analytics

Digital channels provide immediate performance tracking for metrics such as click-through rates and conversions, enabling data-based decisions.

## Digital Transformation

The shift to digital platforms has revolutionized how businesses connect with customers, offering unprecedented opportunities for growth and engagement.

# Level of Marketing

Three interconnected levels:

| Level             | Marketing's Role  |
|-------------------|---|
| Strategic Level   | Define target markets, competitive positioning, long-term growth direction. |
| Functional Level  | Plan and execute the marketing mix (4Ps/7Ps), manage budgets and campaigns. |
| Operational Level | Day-to-day customer interactions, sales support, social media, promotions.  |

# Marketing Orientations

Organizations can hold very different beliefs about what drives business success. These beliefs shape culture, structure, and strategy:

| <b>Orientation</b> | <b>Core Belief</b>  | <b>Real-World Example</b>   |
|--------------------|---|---|
| Production         | Efficiency lowers cost; customers want affordable products.       | Ford Model T – one color, one model, mass production.               |
| Product            | Better product quality wins customers.                            | Kodak – focused on film quality while digital disrupted the market. |
| Selling            | Aggressive promotion converts customers.                          | Insurance industry – push products through agents.                  |
| Marketing          | Understand and satisfy customer needs better than competitors.    | Apple – designs around user experience and lifestyle.               |
| Societal           | Balance customer needs, company profits, and society's wellbeing. | Patagonia – environmental mission embedded in brand.                |

# Brands Illustrating Marketing Orientations

These companies exemplify distinct marketing philosophies, showcasing how different orientations shape business strategies and market presence:



**Ford**

Pioneered the **Production Orientation** with its efficient assembly lines, making cars affordable for the masses.



**Kodak**

Historically focused on the **Product Orientation**, emphasizing film quality, which led to missing the digital shift.



**Apple**

A prime example of **Marketing Orientation**, deeply understanding user needs and designing products for an integrated experience.



**Patagonia**

Embodies the **Societal Marketing Orientation**, balancing profit with strong environmental and social responsibility.

# Marketing's Relationship with Other Business Functions

Marketing does not operate in isolation. It creates value by collaborating with:

## **Finance**

Marketing budgets, ROI of campaigns, pricing profitability.

## **Operations/Production**

Capacity planning linked to demand forecasts; product availability.

## **Human Resources**

Employer branding, customer-facing staff training.

## **R&D/Product Development**

Customer insight drives innovation; product feedback loops.

## **IT/Digital**

CRM systems, e-commerce platforms, data analytics.

**Key concept:** Marketing acts as the voice of the customer within the organization – translating external market signals into internal decisions.

# Maximizing ROI and Professional Upskilling

## Marketing ROI

Marketing **Return on Investment (ROI)** is a critical metric for determining the profitability of campaigns. To maximize ROI, businesses should focus on:

01

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### Precise Audience Targeting

Identify and reach the right customers with tailored messaging.

02

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### Testing Different Channels

Experiment across platforms to find the most effective mix.

03

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### Rigorous Data Analysis

Continuously measure and optimize campaign performance.



## Professional Development

As digital channels become the backbone of marketing, there is an increasing demand for certified professionals. Programs like the **Professional Certificate in Digital Marketing and MarTech from CEC, IIT Roorkee** offer 4.5 months of comprehensive training in SEO, social media, and analytics.

Such certifications improve employability and provide the confidence needed to implement successful strategies in a rapidly changing global marketplace.

# Key Requirements for Successful Marketing

To be successful, a business must go beyond just selling a product and focus on providing a **package of benefits** or "use value". The sources identify several critical requirements:

**1**

## **Identifying Opportunities:**

Recognizing market needs and understanding the specific "hindrances and disappointments" target customers face

**2**

## **Creating Value Propositions:**

Delivering a compelling promise that offers superior value compared to competitors

**3**

## **Differentiating the Business:**

Establishing a clear competitive advantage by understanding the competition's offerings from the customer's perspective.

**4**

## **Managing for Value:**

Allocating resources based on customer insights and economic profit to ensure capital is used where it generates the most value.



# The Marketing Process

The marketing process is divided into four rigorous stages to ensure well-informed decision-making:



## Analysis

Understanding customers, competition, trends, and market intelligence.



## Strategy

Defining market segments, target markets, and positioning.



## Programmes

Developing the "marketing mix," which includes products, pricing, distribution, promotion, people, processes, and the physical environment.



## Implementation & Control

Managing budgets, schedules, and benchmarking progress.

# Company Orientations to the Marketplace

Businesses typically follow one of four orientations, though a **marketing orientation**—which arranges processes around customer needs before a product is even introduced—is increasingly necessary for modern success.

**Product Orientation:** Focusing on the product itself with the expectation that customers will eventually find it

**Sales Orientation:** An "inside-out" perspective that uses vigorous promotion to push existing products, often with little regard for ultimate customer satisfaction

**Production Orientation:** Focusing on making products widely available and inexpensive through economies of scale

# The Evolution of Relationship Marketing

Modern marketing has evolved into **Relationship Marketing (RM)**, which views stakeholders and customers as active partners and collaborators rather than just users

In this model, **everyone in the firm is considered a "part-time marketer"**

The scope of RM extends across six key markets: internal, supplier/alliance, referral, influence, employee recruitment, and—at the core—customer markets

This strategy aims to maximize profitability and customer satisfaction by building deep, long-term relationships and continuously improving the customer experience

Ultimately, the goal of marketing is to maximize **Customer Value**, which is defined by the equation: **Customer Value = Total Benefits - Total Costs**

# Marketing as a Value-Creation Process

The American Marketing Association defines marketing as: "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

This positions marketing as a value chain – from understanding needs → designing solutions → communicating benefits → delivering experiences → retaining relationships.

## Key Takeaway for Students

Marketing is not just what a company says – it is what a company does to create, deliver, and communicate value. Organizations without a marketing orientation risk becoming irrelevant, as seen with Kodak, Blockbuster, and Nokia.