

**INTERNATIONAL HELLENIC UNIVERSITY**

**SCHOOL OF ECONOMICS**

**DEPARTMENT OF ACCOUNTING & INFORMATION SYSTEMS**

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**THE SCIENCE OF MARKETING,A LINGUISTIC APPROACH**

**INTRODUCER : MPARKA VASILIKI (125/14)**

**PROFESSIONALSUPERVISOR : THEODORE GIOURIS**

**THESSALONIKI,DECEMBER 2019**

 Special thanks to my family and my professor.

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**PROLOGUE**

We use a large variety of goods and services in our daily life. These items and services reach to our home after processing from the business houses, who produce the goods and services and they have to ensure that these are to be sold, and so they have to make the consumers or users aware of their products and place them at points convenient to the consumers. This involves a number of activities such as product planning, pricing, promotion, use of middlemen (wholesalers, retailer etc.) for sale, warehousing, transportation etc. All these activities taken together are termed as Marketing.In this study, we will learn about the concept of marketing, its importance, objectives and functions.

**SUMERY**

In this survey we are going to find out the science of marketing. First of all we will work with how marketing discovered, then we will have to work out with evolution of marketing and then with the references about it. Then we will study about the categories of it, traditional and modern marketing and then about his objectives. Finally, we will study the marketing in Greece.

**CONTENTS**

**Table of contents**

**Introduction......................................................................................................**

**Chapter 1 : History and evolution...................................................................**

**1.Discovery........................................................................................................**

**2.Evolution……………………............................................................................3.Today’s references…………………………………………………....................**

**Chapter 2:Meaning,Importance………….........................................................**

**1.Meaning………………………..........................................................................**

**2.** **Traditional and modern concept……..........................................................**

**3.Importance..…………………….......................................................................**

**4.Objectives of marketing................................................................................**

**Chapter 3:Functions of marketing..................................................................**

**Concusion……………………………………………………………………………**

**Bibliography………………………………………………………………………….**

**References..………………………………………………………………………….**

**INTRODUCTION**

The content of our project is about the science of marketing and how it has been succeed tο nowadays. We will study the discovery and evolution of marketing among the years and which functions marketing has. How marketing is “the key” to make everything important, what finally this science is how this started, how this science meet evolution and how we can at simple way understand its functions so we use it.

**CHAPTER 1 : HISTORY AND EVOLUTION**

1. ***Discovery***

In his important history of marketing, Bartels (1988) proposes that the term ‘marketing’ was first used ‘as a noun’, that is, as a label for a particular practice, sometime ‘between 1906 and 1911’. Nonetheless, Bartels’ historical account has been challenged by scholars who assert that there were people writing about the subject before 1906 (Brussière, 2000). In appraising the Publications of the American Economic Association, Brussière found that the term marketing was actually used in 1897. Tamilia (2009), on the other hand, suggests that it was used even earlier than this in the Quarterly Journal of Economics. These examples are clearly taken from the academic literature. But it was not just academics writing about the subject. For example, Shaw (1995) notes that in Miss Parloa’s New Cookbook and Marketing Guide which was published around 1880, ‘marketing’ related to buying and selling activities. This was not the only book using the term at this time or previously. Shaw says that if we look at dictionaries prior to the Bartels statement the intellectual history of the term ‘marketing’ can be extended much further, all the way back to 1561. Dixon also argues that “The Oxford English Dictionary” traces the use of this term [marketing] to the sixteenth century, it certainly did not originate in the United States between 1906 and 1911’. In actual fact, the first courses were found in Germany at the turn of the twentieth century (Jones and Monieson, 1990). Having said this, the American Marketing Association and American marketing educational system has obviously been very important in terms of the development of marketing thought. As an anchor for the rest of the chapter therefore, consider the changing definitions of marketing in the Box below. These definitions illustrate how marketing as we know it has taken the shape it has.

1. ***Evolution***

As was mentioned above, some of the first courses in marketing appear to have been delivered in Germany. There is, unfortunately, little detailed discussion of these in the marketing literature. Studies of early courses in marketing in USA are far better documented. Dr E.D. Jones is often credited with offering the first course in marketing in 1902 at the University of Michigan (Maynard, 1941). This course was not actually called marketing at all when it was first offered, but ‘The Distributive and Regulative Industries of the US’. The first course actually called simply ‘Marketing’ was delivered some nine years later by Ralph Starr Butler at the University of Wisconsin. In the intervening period, other universities had nevertheless started providing their own courses on distribution, advertising, salesmanship and related subjects. At a general level, we can consider marketing as a form of ‘applied economics’ (Shaw and Jones, 2005). Its emergence is often attributed to the fact that despite the variety of academics working in the various sub-disciplines of economics in the late nineteenth and early twentieth century, there was still a great deal of concern that economic reflections on the marketplace were not used to formulate guidance for practising managers (Kemmerer et al., 1918). Furthermore, the information that was available was often found in relatively obscure academic sources that few, if any, actually managed to access and read (Ashley, 1908). These access issues were compounded by the fact that: ‘The greater part of the economic world has not yet been surveyed descriptively and realistically’ (Ashley, 1908: 188). It was here that marketing scholars and consultants had the opportunity to contribute to knowledge about the functioning of the economic system. They could help practitioners understand the marketplace and help investigate consumer needs and desires which had largely been ignored by economists (Mason, 1998). In the very beginning, early marketing academics focused their attention on ‘describing, explaining, and justifying prevailing marketing practices and institutions, particularly newer ones’ (Bartels, 1988). Early scholarship was partly written with the intent of modifying ‘misconceptions held among the public, such as the belief that the wholesaler was parasitic and would disappear from the distributive system, the fear of the annihilation of small stores by chain organisations, and dismay at the plight of consumers before the ruthless practices of vendors’. To effectively understand the rapidly expanding industrial economy of the US, these practically minded researchers refused to spend their time theorising in their ivory towers, preferring instead to study the practice of marketing, charting the passage of goods through the distribution system (Weld, 1941). What is interesting is the reference made by Bartels above to the justification of marketing activities, on both the basis of its efficiency and in terms of the utilities created.

1. ***Today’s references***

Early in the history of marketing, there were a variety of different strands of scholarship and multiple schools of marketing thought (see Shaw and Jones, 2005). A few writers and practitioners were heavily influenced by the work of Frederick Winslow Taylor and his writings on scientific management. These were used to make salesforce management more efficient. Others aligned themselves with issues of social and distributive justice as a function of their scholarly training in Germany and interest in the work of the German Historical School. From this resulted a debate between neoclassical economics-influenced marketing scholars and the German Historical School which forms the intellectual foundation for the first ‘paradigm debate’ (Jones and Monieson, 1990). This was followed by the vigorous debate on the idea of whether marketing was an art or science. Developing out of these discussions were similar arguments between the ‘positivist’ marketing scholars and those influenced by more interpretive, qualitative studies. These issues would continue to exercise scholars in the period from the late 1980s until the present and we turn to these in the next chapter.

**CHAPTER 2 : MEANING,IMPORTANCE AND OBJECTIVES**

* ***Meaning***

We know that the businessman produces goods and services for our use. These are not necessarily produced at the places where they are consumed or used. Even in villages, now-a-days you find the products manufactured all over India and in other countries. This implies that the manufacturers must be making efforts to ensure that their products are in demand and reach the ultimate consumers all over the globe. So, when you go to the market to buy a ready-made shirt you find that there are several options available to you in terms of quality of cloth used, design, color, price etc. and you can buy what suits you most. This also implies that the manufactures assess the needs of the consumers, their tastes and preferences and plan the products accordingly. Not only that, they also ensure that people are aware about the product and its feature. All these activities are said to be part of marketing function of any organization. Marketing refers to the process of ascertaining consumers’ needs and supplying various goods and services to the final consumers or users to satisfy those needs. Basically, marketing is the performance of business activities that direct the flow of goods and services from producers to consumers or users. The American Marketing Association defines marketing as an organizational function and set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

* ***Traditional and modern concept***

 According to the traditional concept, marketing means selling goods and services that have been produced. All those activities which are concerned with persuasion and sale of goods and services, are called marketing. This concept of marketing emphasizes on promotion and sale of goods and services and little attention is paid to consumer satisfaction. This concept has the following implications:

The main focus of this concept is on product, i.e., we have a product and it has to be sold. So, we have to persuade the consumers to buy our product. All efforts of the marketing people are concentrated on selling the product. They adopt all means like personal selling and sales promotion to boost the sales. The ultimate goal of all marketing activity is to earn profit through maximization of sales.

 The modern concept of marketing considers the consumers’ wants and needs as the guiding spirit and focuses on the delivery of such goods and services that can satisfy those needs most effectively. Marketing starts with identifying consumer needs, then plan the production of goods and services accordingly to provide him the maximum satisfaction. In other words, the products and services are planned according to the needs of the customers rather than according to the availability of materials and machinery. Not only that, all activities (manufacturing, research and development, quality control, distribution, selling etc.) are directed to satisfy the consumers. The main implications of the modern concepts are:

 The focus of this concept is on customer orientation. The marketing activities starts with an assessment of the customers’ needs and plan the production of items that satisfy these needs most effectively. This also applies to all other marketing activities like pricing, packaging, distribution and sales promotion. All marketing activities like product planning, pricing, packaging, distribution and sales promotion are combined into one as coordinated marketing efforts. This is called integrating marketing. It implies:

* + developing a product that can satisfy the needs of the consumers
	+ taking promotional measures so that consumers come to know about the products, its features, quality, availability etc.
	+ pricing the product keeping in mind the target consumers’ purchasing power and willingness to pay
	+ packaging and grading the product to make it more attractive and undertaking sales promotion measures to motivate consumers to buy the product and
	+ taking various other measures (e.g., after sales service) to satisfy the consumers’ needs.

The main aim of all effort is to earn profit through maximization of customer satisfaction. This implies that, if the customers are satisfied, they will continue to buy, and many new customers will be added. This will lead to increased sales and so also the profits.

 It may be noted that with growing awareness of the social relevance of business, marketing has to take into account the social needs and ensure that while enhancing consumer satisfaction, it also aims at society’s long-term interest.

* ***Importance***

 Marketing is important to the business, consumer as well as the society. This is evident from the following points.

* + Marketing helps business to keep pace with the changing tastes, fashions, preferences of the customers. It works out primarily because ascertaining consumer needs and wants is a regular phenomenon and improvement in existing products and introduction of new product keeps on taking place. Marketing thus, contributes to providing better products and services to the consumers and improve their standard of living.
	+ Marketing helps in making products available at all places and throughout the year. We are able to get Kashmir shawls and Assam Tea all over India and get seasonal fruits like apple and oranges round the year due to proper warehousing or proper
	+ packaging. Thus, marketing creates time and place utilities.
	+ Marketing plays an important role in the development of the economy. Various functions and sub-functions of marketing like advertising, personal selling, packaging, transportation, etc. generate employment for a large number of people, and accelerate growth of business.
	+ Marketing helps the business in increasing its sales volume, generating revenue and ensuring its success in the long run.
	+ Marketing also helps the business in meeting competition most effectively.
* ***Objectives of marketing***

*After knowing the points of importance of marketing let us discuss on the basic objectives of marketing.*

* + *Provide satisfaction to customers*

*All marketing activities are directed towards customer satisfaction. Marketing starts with ascertaining consumer needs and produce goods that satisfy those needs most effectively. Not only that the pricing and distribution functions of marketing are also planned accordingly.*

* + *Increase in demand*

*Through advertising and other sales promotional efforts, marketing aims at creating additional demand for their products. Satisfied customers also help in creating new customers. For example, if you buy a ‘gel pen’ and feel satisfied, next time also you will buy the same pen and obviously when you tell others about it they will also feel like giving it a try.*

* *Provide better quality product to the customers*

*This is a basic objective of marketing. The business houses try to update and upgrade their knowledge and technology to continuously provide better products. If they do not do so, they will be phased out through competition.*

* *Create goodwill for the organization*

*Another objective of marketing is to build a good public image and create goodwill for the organization. This helps in maintaining loyalty to the product and accepting new products of the same company.*

* *Generate profitable sales volume*

*The ultimate objective of all marketing efforts is to generate profitable sales volumes for the business. Taking care of customer needs and wants by providing the required goods and services at prices they can afford, and at places and timing that are convenient to them ultimately lead to increased sales and profits.*

**CHAPTER 3 : FUNCTIONS IN MARKETING**

You have learnt that marketing is the performance of those business activities that direct the flow of goods and services from producers to consumers or users. Let us now learn what those activities are? These are briefly discussed hereunder.

* Marketing Research

Marketing research involves collection and analysis of facts relevant to various aspects of marketing. It is a process of collecting and analysing information regarding customer needs and buying habits, the nature of competition in the market, prevailing prices, distribution network, effectiveness of advertising media, etc. Marketing research gathers, records and analyses facts for arriving at rational decisions and developing suitable marketing strategies.

* Product Planning and Development

As you know marketing starts much before the actual production. The marketers gather information regarding what are the needs of the consumers and then decide upon what to produce. So, the task of marketing begins with planning and designing a product for the consumers. It can also be done while modifying and improving an already existing product. For example, now-a-days we find much better soaps and detergent powders than we used to get earlier. Similarly, we have many new products introduced almost on a regular basis.

* Buying and Assembling

Buying and assembling activities as a part of marketing refer to buying and collection of required goods for resale. This function of marketing is primarily relevant to those business organisations that are engaged in trading activities. In the context of manufacturing organisations, buying and assembling involves buying raw materials and components required for production of finished goods.

* Packaging

Packaging involves putting the goods in attractive packets according to the convenience of consumers. Important considerations to be kept in view in this connection are the size of the package and the type of packaging material used. Goods may be packaged in bottles (plastic or glass), boxes (made of tin, glass, paper, plastic), cans or bags. The size of the package generally varies from a few grams to a few kilograms, one piece to a number of pieces of a product, or in any other suitable quantity in terms of weight, count, length etc. Packaging is also used as a promotional tool as suitable and attractive packages influences the demand of the products. It may be noted that packaging is different from packing, which refers to putting goods in suitable containers for transportation purposes.

* Standardisation and Grading

Standardisation refers to development of standards for production of goods with respect to shape, design, colour and other characteristics. If products are standardised, customers are able to identify a product and its characteristics very well. So goods can be sold by sample or description. Standardisation helps in promoting the sale of the product by increasing consumers’ confidence in the product quality. Grading involves separating products into different classes on the basis of certain predetermined standards relating to size and quality. Grading is required in case of agricultural, forest and mineral products such as cotton, sugar cane, iron ore, coal, timber, etc.

* Branding

Branding means giving an attractive name, symbol or identity mark to the product to make a product different from others so that it is known by that name or symbol or mark. For example, Surf is the brand name of a detergent powder produced by Hindustan Unilever Limited (HUL). Similarly, you must be familiar with brands like Colgate for toothpaste, Lux for soap and so on.

* Pricing the Product

Pricing involves decisions regarding fixation of product prices, keeping in view the product costs, the capacity of customers to pay, and the prices of the competitive products. It is an important decision as it influences the sales and so also the profits. So pricing has to be done very carefully.

* Promotion of the Product

Promotional activities include advertising, personal selling, sales promotion and publicity. All promotional activities involve communication with the existing and prospective customers whereby they are made aware of the product, its distinctive features, price, availability etc. The objective of promotional activities is to motivate the customers to buy the product.

* Distribution

Distribution refers to those activities that are undertaken for sale of products to the customers and the physical transfer thereof. The first aspect i.e., sale of product involves use of middlemen such as wholesalers and retailers whose services are used for making the products available at convenient points and helping in their sale to the ultimate consumers. The second aspect i.e., physical transfer involves warehousing and transportation of goods from the point of production to the point of sale or the consumer.

The objective of distribution activities is to ensure that consumers get the goods and services at the place and time most convenient to them and in the desired quantity.

* Selling

Selling is an important function of marketing whereby the ownership of goods and services is transferred from the seller to the buyer for a consideration known as price. To initiate and complete the process of selling, the seller has to inform the prospective buyer about availability of goods, the nature and uses of products, their prices and the needs of the customers that may be effectively satisfied by the product. In the process, he arouses customers’ interest in the product and persuades them to buy it.

* Storage and Warehousing

Storage refers to holding and preserving goods from the time of their procurement or production till the time of their sale. In other words storage involves making suitable arrangements for preserving the goods till they are bought by the consumers and delivered to them. Warehousing is synonymous to storage but is normally used for large-scale storage facility for goods and commodities. You must have seen cold storage where vegetables like tomato, cabbage, potato etc. are stored to be consumed throughout the year. In marketing it is essential to store raw material and finished goods to be used later by the company for production or for resale.

* Transportation

Transportation refers to the physical movement of goods from one place to another. In marketing, transport as an activity refers to physical movement of raw materials as well as finished goods from the place of production to place of consumption. Goods are transported through various means like railways, roadways, waterways and airways. For heavy and bulky goods, the railways and waterways are the best. For other goods, it depends upon the demand, cost involved, urgency, nature of the goods etc. to decide about a suitable means of transportation.

**CONCLUSION**

Marketing is the study and [management](https://en.wikipedia.org/wiki/Management) of [exchange](https://en.wikipedia.org/wiki/Exchange_%28economics%29) [relationships](https://en.wikipedia.org/wiki/Relationship_marketing). It is the [business process](https://en.wikipedia.org/wiki/Business_process) of creating relationships with and satisfying [customers](https://en.wikipedia.org/wiki/Customer). Because marketing is used to attract customers, it is one of the primary components of [business management](https://en.wikipedia.org/wiki/Business_administration) and [commerce](https://en.wikipedia.org/wiki/Commerce). Marketers can direct product to other businesses ([B2B marketing](https://en.wikipedia.org/wiki/B2B_Marketing)) or directly to consumers (B2C marketing).

Regardless of who is being marketed to, several factors, including the perspective the marketers will use. These market orientations determine how marketers will approach the planning stage of marketing. This leads into the marketing mix, which outlines the specifics of the product and how it will be sold. This can in turn, be affected by the environment surrounding the product, the results of marketing research and market research, and the characteristics of the product's target market.

Once these factors are determined, marketers must then decide what methods will be used to market the product. This decision is based on the factors analyzed in the planning stage as well as where the product is in the product life cycle.

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