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**Assignment Title: Marketing**

**ATLANTIC INTERNATIONAL UNIVERSITY**

**June/2022**

**Table of Contents**

**PAGE**

**Introduction 3**

1. **Marketing – The Definition……………………………………………………….4**

**1.1 Five Crucial Types of Marketing…………………………………………………6**

**1.2 Social Marketing****…………………………………………………………………...7**

**1.3 Service Marketing****………………………………………………………………….8**

**1.4 Green Marketing…………………………………………………………………...9**

**1.5 Holistic Marketing………………………………………………………………...11**

**1.6 Direct Marketing………………………………………………………………….12**

**1.7 Business to Business (B2B) Marketing…………………………………………...14**

**1.8 Business to Consumer (B2C) Marketing…………………………………………15**

**Conclusion………………………………………………………………………………17**

**Bibliography……………………………………………………………………………18**

**Introduction**

Marketing is a "must have process", whether a business agrees or not, it is a process that

no company can dare not to pursue for the sake of a business’s survival. Marketing is the only

tool that can be used to introduce any brand of a business to the market and win customers;

its functionality and performance are very important to all businesses and it has been the

reason of success for all successful companies. When a brand is registered, the next step is

to introduce it to the market in order for it to be recognised, to sell and to be popular, to

attend to demand and to leave a mark in the market, and this process is marketing.

A business without marketing is like a company built in the desert where nothing works and

eventually closure. A business needs to be known; it needs to go around and to be the reason

of the consumers’ conversations so it can survive in this competitive world; and just what

happens when we do away with marketing? If we can imagine for a moment what happens to

us when we are isolated, no neighbours in sight, no sound of people or animals, no talking, no

fun and just silence, that would be boring and sad. That is what happens to a business in the

absence of marketing.

If we build a business; a factory or a supermarket in the desert, in the middle of nowhere,

what would happen? We would lose our products as they would be stagnant with nowhere to

sell, because we are not being recognised by consumers. We are not known, no one knows

what we do or what we are specialised in. The process of getting a brand to consumers, is

Marketing. We are not spreading the message to the world and because of that, no one knows

us nor our business and at the end we shut down for lack of consumers and sales.

Lack of sales means lack of customers and we do not just find customers; we look for them

and when we find them, we convince them to take a look at what we do and offer, that is

Marketing.

After we introduce our business to the world, the next step is talk about our brand,

its position in the market and what it can do in the market. Why do all these, why go through

all these steps? Because we want to promote sales; because we are not the only ones in this

the business, we have many rivals and the only way for a business to be recognised is

through negotiations and advertisements.

A cautious approach to customers, by rightly proving the value of a particular brand is very

important and recommended for the sake of sales and success in the competitive market

where diversity and quality are the main game. Marketing at its own, is a complete kit, it

comes with a full package to make all the above possible. All monetary projects that involve

customers and that have to do with profits, Marketing should be the first to be applied so it

can promote operation and generate popularity.

**Chapter 1**

**1.0 Marketing**

According to Wikipedia, Marketing is the process of exploring, creating, advertising,

and delivering value to meet the needs of a target market in terms of goods and services.

Generally, marketing is everything that a company does to attract customers and generate

satisfaction to its consumers. Wise experts from successful companies, always use the best

methods in marketing in order to win those potential customers. These tactful methods are the

use of all modern and technological tools like social media that spread the information

agilely, to all corners of the world.

In the exploring process, we enter the consumer world which is the market, to find and study

the behaviour of the clients, their likes and tastes and all the products that they label as

favourite. Still in the exploring process, we also explore the bitter world of marketing, which

would be the problematic side where anger, disappointment, customer dissatisfaction and also

possibly, walkaway. Lastly in the exploring process, is the digging and discovering of the

number of opportunities that exist in the market.

This is the quantity of product demand and demand duration. A thoroughly calculation in

demand duration is needed and the scope of obstacles is also calculated so to see if the

venture is worth in the market. In the creating process, we look at ways of planning the

mission, strategically show the objectives and goals of the business we aim to market in the

commercial arena. In planning, we analyse the life and existence of our business, how we

rate, our products comparing to those of our competitors and our weaknesses.

In the creating process, we try to discover opportunities that could bring us the potential for

boosting our business and we also try and discover threats that are affecting the market and

that could directly affect our company. These treats could come from all directions; like

natural disasters, political pressures, economical changes and even a consumer’s sudden shift

in shopping can definitely affect our mission in business. The advertising process shows us to

be focused at all times; and know our business better.

Through marketing, we learn, and we know our competitors, their strengths and direction in

the market. We have to know our position, how we handle and do our things. We have to dig

whatever it is that we think will position us differently and bring it to the surface and more

that will make us attractive in the competitive market. We have to find a unique way of

reaching out to our customers, if by social media, we have to find the best way that will work

for our brand and that could help us be remembered for by our customers.

If possible, the use of an advertising agent can be a best option for a best advertising method

that will determine the life and success of our business. The selling process in marketing is

the interaction between a business and a client. In business, the selling of products or services

is the most essential part, as it helps companies grow and build strong customer relationships.

Because of its crucial value in business, all

companies must learn more about the selling process in marketing, in order to find potential

consumers or prospective clients who will contribute in the increment of sales. And finding

prospective clients require well trained or qualified personnel who will perform a thorough

research on the customers so to identify the right ones for the business.

A research on customers is essential to help a business understand their backgrounds, study

their needs and challenges before approaching them. Qualified personnel, have a very

important role of identifying and meeting prospective customers, by organizing frequent

personal meetings with them and a face-to-face interaction will give a company an advantage

of freely approaching the client, ask productive questions and get the client involved, so to

break paradigms and achieve breakthrough results.

[www.indeed.com](http://www.indeed.com) Jun 8, 2021 (why is marketing important in business?

B-2-C [www.business2community.com](http://www.business2community.com) (Why is Marketing Important? 9 Reasons Why You Really Do Need It) Hassan Mansoor / April 1, 2019

[www.investopedia.com](http://www.investopedia.com) (Marketing Definition) By Alexandra Twin / November 10, 2021

**1.1 Five Crucial Types of Marketing**

**Chapter 1**

According to research, estimate say there are 100 types of Marketing and they all come in

different types, each one of them with a different presentation and meaning. but all leading to

one goal, Marketing. And here are the top five types of Marketing with their respective

definitions and objectives from a different perspective. These are Social Marketing, Service

Marketing, Green Marketing, Holistic Marketing and Direct Marketing.

**1.2 Social Marketing**

Scientifically or according to experts, is defined as an approach used to develop activities

aimed at changing or maintaining people’s behaviour for the benefit of individuals and

society as a whole. The specialty of social marketing is about achieving common good for the

whole planet. Social Marketing is a non-profit marketing that uses the same normal criteria of

marketing for change. The difference though, between the commercial marketing and the

social one is that the commercial marketing advertises products for profit purposes.

While social marketing advertises awareness to change the way people behave or help them

maintain their behaviours if in line with the society’s wellbeing. Social marketing advertises

awareness as an emphasis to remind people and teach them ways to fight activities that lead

to destruction. To change bad habits and acts that promote instability and, in the end, force

people to change their attitudes, and grasp one that will lead them to serious outcomes, that

could require government, organizations or associations’ intervention, to turn back to

normality.

Through research, we have come to learn that, companies intervene and use social marketing

to address the most pressing problems like poverty, lack of quality education, lack of clean

air and water for all, global warming just to mention a few. The companies, work in

partnerships with non-governmental and non-profit organizations and governments to prevent

this these from occurring. Through companies the awareness is delivered to the people, so to

teach them the advantages of spreading respect, care and love to society and nature, Social

Marketing is care.

COMMUNITYTOOLBOX – www.ctb.ku.edu (Understanding Social Marketing: Encouraging Adoption and Use of Valued Products and Practices) 2022

Wikipedia - En.m.wikipedia.org (Social marketing) Feb 2021

**Chapter 2**

**1.3 Service Marketing**

According to various researches, is the marketing and selling of non-physical products or

intangible products; the intangible products in service marketing are services such as health

care, computer and IT services, telecommunication services and professional services like,

HR consultant and financial consultant services. Service Marketing does not deal with

touchable products like other marketing types, although it is a commercial marketing like all

others, its business is in the form of works, it provides services.

The companies involved in service marketing are those specialised in performing technical

and professional advice and consultancy, like mentioned above and not physical products.

Plumbing works, insurance and technology design are also examples of service marketing.

On some occasions, marketing experts can borrow these service marketing technics to

promote sales of their products, by approaching their customers through other specialty of

auxiliar services.

All companies that advertise without any physical goods to give, are specialised in intangible

products, they sell services, and they are recommended to create unique methods of

advertising since their products are not physical. Also, according to research, service

marketing is a susceptible service; it is service that cannot be owned by a customer and it is

considered perishable. it cannot be touched and stored like an asset, once it is performed it is

considered consumed and done that is the reason it is susceptible and perishable.

[www.analiticssteps.com](http://www.analiticssteps.com) -Analytics Steps / Apr 19, 2021 (What is Service Marketing?

Features and Types – Analytics Steps)

[www.indeed.com](http://www.indeed.com) (What is Services Marketing? Definition and Tips | Indeed.com) May11, 2021

en.m.wikipedia.org (Services Marketing | Field of Study Jan 2022)

**Chapter 3**

**1.4 Green Marketing**

Is the marketing of environmentally friendly products and services, according to

[www.shopfy.com](http://www.shopfy.com); why green? Green represents the environment, as we all know that in our

world today, we are recommended to live green and to share our planet with other occupants

of planet Earth and love mother nature. Because of this emphasis, the world has responded to

this peaceful way of living by spending their money on sustainable products that in the end

will help build a sustainable world.

In other words, to go green is to promote goods that are environmentally friendly and avoid

doing things that prejudice nature like, for instance, the use of plastic bags for carrying

products. We know that these can be deadly to marine life if not destroyed upon purchase.

The use of environmental clean energy, today car makers are spending millions in

investments to manufacture electric cars or engines that will perform sustainably.

More and more eco-friendly business models are being invented and the need to introduce the

green marketing is more for advertising these eco-friendly systems through it, so that

awareness can be rapidly spread. Apparently according to Wikipedia, there are two marketing

terms similar to green marketing, which are environmental marketing and ecological

marketing. Environmental Marketing is more about illustrating the roles of all groups that are

found in and around it like, consumers, governments and organizations, their behaviours and

impact on the environment.

Ecological Marketing; according to sustainabilitydictionary.com, ecological marketing was

developed in the 1990s with the aim to highlight products and production methods that

improve environmental performance. Another reason for its foundation, was to help find its

causes in order to find solutions or ways to eliminate all potential problems. How is green

marketing spread and how does it dwell in consumers? Through Environmental and

Ecological Marketing, Green marketing can be practised accurately and be spread.

These two, function simultaneously to reach out to organizations, companies, consumers and

governments through philanthropic programs. The use of this type of program is so crucial to

the point of involving social and corporate governance policies, which on its turn tracks green

activities of all those involved. The tracking of green marketing activity is a way of

controlling if the marketing is according to protocol and followed. If a company, or

organization is suspected of greenwashing; it can be labelled as misleading the green

advertisement and incur huge fines.

Greenwashing is when a company or organization violates the procedures of green marketing

by doing the opposite of the recommended. Green Marketing is clearly responsible for the

wellbeing of the world, it cares about people’s health and nature.

[www.investopedia.com](http://www.investopedia.com) (Green Marketing)- June 05, 2022 / By Jason Fernando

[www.shopify.com](http://www.shopify.com) (What is Green Marketing? Definition and Guide) By Shopify Staff – Marketing / May 10, 2022

www.sendpulse.com 2015-2022 (What is Green Marketing: Ideas and Examples)

**Chapter 4**

**1.5 Holistic Marketing**

Is a strategy that helps a business consider its activities as a whole. The consideration comes

at a time when a company includes all parties related to it like, its employees, its potential

customers, the community and its shareholders. Experts say, that embracing holistic

marketing will give a business more customers, more money and a good reputation from its

community.

The holistic in this case is the insurance it gives to its company, by bringing all its employees

from all departments to work together towards one common purpose of providing the best

customer experience. The secret of a company’s success lies within the company, through

unity of all departments, and helping them abolish their departmental differences and focus

on a single goal. Holistic Marketing promotes good communication skills between the

business parties, great customer experience and it gives a business positive brand image.

Holistic Marketing brings company’s issues together, orderly arranges the departments into a

single department of workable activities where each department shares its agenda with

another. For instance, if the HR department shares its activities with the rest of the

department, it is likely to employ qualified personnel capable of contributing to the success of

the company.

If marketing and operations share their needs with the finance departments, the finance

department could free them from all their pending tasks and improve their relationships with

the outside world. Holistic marketing, holistically implements marketing programs,

marketing processes and activities in order to develop the best marketing solutions. Among

the parties, holistic marketing unifies and considers everyone as one system, customers,

vendors, shareholders, employees and the whole community.

No matter the size of the business, holistic marketing cares more about the holism of a

business and its activities to help it find its core, its contribution and succeed in the economy.

[www.parsnip.me](http://www.parsnip.me) (What is Holistic Marketing and How to Achieve it | parsnip / Jan 14, 2021

[www.feedough.com](http://www.feedough.com) (Holistic Marketing – Meaning, Concepts and Importance / Jul 15, 2021

[www.marketing91.com](http://www.marketing91.com) (Holistic marketing concept – Explained with examples / Sep 7, 2018

**Chapter 5**

**1.5 Direct Marketing**

Direct Marketing or Direct response marketing is a method of marketing that businesses or

organisations rely on to communicate with potential buyers of a particular brand. Direct

Marketing is a typical marketing mode, a bit different from the popular marketing we know,

as this one directly interacts with special consumers in a unique and effective way. If we

could rewind a little bit to the first four marketing modes, we could see that they are all

different in their own special way but, they have one thing in common.

They all advertise to all and they advertise through the media, whilst direct marketing

advertises straight to a few that positively might be interested in the products and buy. Direct

Marketing does not use a third party to reach a consumer, it does not advertise like in the

other marketing methods but, it talks instead, to the targeted buyers. Direct marketing reaches

out to customers through letter writing, through mails, calls, text messages and through the

easiest ways one would use to communicate with a friend, like the use of WhatsApp.

That is the reason it is a Direct Marketing, because of its unique way of interacting with

customers. Comparing Direct Marketing with the other four marketing methods, I think direct

marketing is more lucrative because of its effective techniques of dealing with consumers.

Advertising through social media is the common way of reaching out to people and tell them

about our products but, it is not always effective as it may take ages to get to the attention of

the consumer.

The products may not be recognised on time and the consumers may not get interested as the

advert won’t be directed to them; it would be for the world to see and the potential customers

may not see the magic in the product. Every marketing effort is for the attraction of the

consumer, this is customer care, where we show our how much the success of our business

depends on them. consumers love to know that they are important and special to us. They

love being pampered; they need to know that their presence in our business make a big

difference.

Direct Marketing has that covered, as that is precisely the essence of its existence. A direct

communication to the consumer, without having to go through a middle man, who is the

media in this case, is so efficient and effective and it gives customer space. By sending a mail

or texting a customer, the consumer feels honoured to learn that he is the first to know about

the product, as the notification is seen in his mail box or the phone.

Experts say that Direct Marketing is the most lucrative, the most efficient and the most

successful marketing method, because it personalizes the marketing process to create a solid

connection with the consumer.

Wikipedia Apr 7, 2022

en.m.wikipedia.org (Direct Marketing)

Investopedia (Direct Marketing Definition)

[www.investopedia.com](http://www.investopedia.com) – Will Kenton May 13, 2022

[www.shopify.com](http://www.shopify.com) (What is Direct Marketing)

**Chapter 6**

**1.6 Business to Business (B2B) Marketing**

Business to Business Marketing is a type of marketing strategy of products or services to

other businesses and organizations, according to research. Specifically, companies that

manufacture goods to sell to other manufacturing companies, or suppliers or retailers, practise

business to business. This kind of marketing is aimed at aiding companies only; companies

with big plans, serious business making, companies with huge expenditures, who require

products to use within their companies or organizations and not for resale.

The business-to-business marketing does not involve consumers, totally impossible, because

of its scale of operation, it normally happens in the arena of big and serious business holders.

What kind of products are advertised within the business-to-business marketing? The

products can be machinery, raw materials, technology, machinery accessories, business

services etc. From the goods above to be marketed, one can tell that, B2B marketing is

clearly directed to the makers and sellers of business.

1. Machinery – these can be heavy duty industrial machines sold to construction companies like the construction of roads, bridges and infrastructures. Or they can be industrial machines to use in the production of building cement or machinery or the manufacturing of bottle leads and more.
2. Raw Materials - through B2B marketing, manufacturing companies might purchase raw materials for the manufacturing of their own brand. Clothing companies may need fabrics to produce both casual and work clothing.
3. Technology – today, in the 21 century many products look the same, functioning almost at the same rate and having similar designs, this can be seen in the
4. automobile manufacturing industry and telephones. B2B marketing can help advertise technology to these companies for the manufacturing of their smart products; cars, cell phones and computers.
5. Machine accessories – through B2B marketing, machine accessories can be purchased by Plant Hiring Companies and products manufacturing companies for the repair of their purchased machines.

Business Services – business services, these may be needed by all companies, industrial and manufacturing companies, even government services and retailers for their daily performance and activities. Services can be food deliveries for staff, plumbing repairs, IT services, accounting auditing and many others.

Business to Business marketing also increases customer retention; customer retention is very

important as it increases customers’ value, respects and creates long lasting relationships with

customers and increases revenue.

[www.linkedin.com](http://www.linkedin.com)

(What is B2B Marketing: Definition, Strategy, and Trends)

Wikipedia

en.m.wikipedia.org

**Chapter 7**

**1.7 Business to Consumer Marketing**

Business to Consumer Marketing, according to [www.sendpulse.com](http://www.sendpulse.com), is a set of strategies,

practises, and tactics that a company uses to push its products or services to customers. The

advertisement of products that B2C carries is different from that of B2B where the marketing

is directed to other companies; B2C is directed to individual people (consumers) who usually

purchase goods or services to satisfy their needs.

Business to consumer marketing usually takes place online, where companies advertise a

variety of their products to individuals who visit their online favourite pages to shop for what

they desire. The internet can be a confusing world sometimes for some consumers at a

particular moment, therefore, B2C marketing helps make online shopping emotional and

easy.

Wise B2C companies, know that for a consumer to revisit a particular page, their services

have to be satisfactory on the first encounter of the of the consumer on their page, so, B2C

companies interact with consumers directly, professionally and politely convincing them

using a good commercial language. They use professional techniques to make the consumers

enjoy every moment of their search and find rapid solution to their desires.

Companies in Business to Consumer marketing have created more possibilities to make life

of their consumers easier by introducing alternative web pages to increase the navigating fun

of the consumers. B2C marketing have given consumers a reason to use social media more

often, rely on it on almost everything and even chose to follow their suppliers on all social

medias. On supplier’s end, they have opened more channels for their consumers by being

available on all sites like Facebook, twitter, Instagram, Pinterest and more, and have offered

to chat with their consumers anytime so to be available when needed.

By opening chat platforms on every site for their consumers, they talk to consumers, guide

them and give them any support they need. Customer feedback is when consumers, after

going through their supplier’s sites, after investigating all they want, they give their suppliers

their views, queries or appreciations. And through chat platforms, companies update their

consumers, showing of new arrivals and applying various options just to strengthen their

relationships so they can be remembered by their consumers.

Wikipedia March 2020

en.m.wkipedia.org (Direct-to-Consumer)

[www.shopify.com](http://www.shopify.com) May 10, 2022

What is Business-to-Consumer (B2C)? Definition and Guide.

**Conclusion**

**Sword and shield of Marketing**

Marketing is the first and the heart of every business; marketing is a sword that paves a way

forward for a business and a shield that protects a business by using its techniques to conquer

consumers and their desires for quality products. A business has to advertise because it

cannot afford not to. Marketing is in all areas, where it stretches and makes way for any

business operation.

Companies and organizations rely on it as it simplifies all marketing activities to make

operations easier and help them flow according to modern modes of business in line with

modern demand. Before companies can introduce their produced products into the market,

marketing advertises the products, prepares consumers and the market for the upcoming

products. The world of today, is a busy, changed and competitive world where companies

have to live to the challenge and prove their capability, in order to survive in today’s markets.

Companies are expected to advertise their products in a way different from other businesses,

they have to demonstrate the difference between their product and that of their rivals’.

Marketing is specialised in that, it demonstrates the value of the product first, then the

durability and finality, it skilfully convinces the consumers to purchase the product.

Marketing is rich in endless reliable processes that can help boost its performance like

forecasting; marketing predicts the future performance of a business to help it plan ahead and

avoid loses.

By predicting the future activities of a company, marketing aims to help

companies accomplish their objectives in the market with products. Marketing has some

strategies that predominate consumers’ fears and doubts over a company’s products and over

a company’s insurance on the products. Marketing helps companies and organizations exhibit

their action plan before the consumers, so to match up with the advertisements carried out by

marketing. These marketing tactics assist companies and organizations prove their existence

in the market and win credit for the value of their respective brands.

And the last point which is very crucial in marketing is the availability of capable staff

entitled to handle marketing and technology must be more dominant in the market. To have a

decent and qualified team of marketing in a company or organization, is a one strong sign

that a business is likely to overcome all obstacles in the process and achieve effective results.

Business is marketing; advertise, the business cannot afford not to.

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