



# SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35



19BAT611 – Marketing Management

Unit I – Introduction to Marketing



Presented by

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Redesigning Common Mind & Business Towards Excellence

**3P**urpose  
rocess  
eople  
*Culture*



**1<sup>st</sup>** GenAI  
Powered  
Design  
Thinking  
FrameWork

Build an Entrepreneurial Mindset Through Our Design Thinking FrameWork



# Guess the Topic!!!

## Marketing Environment





# Recap



*Let's  
Recap*



# Discussion about....

- Why to study the marketing environment
- Micro environment
- Macro environment



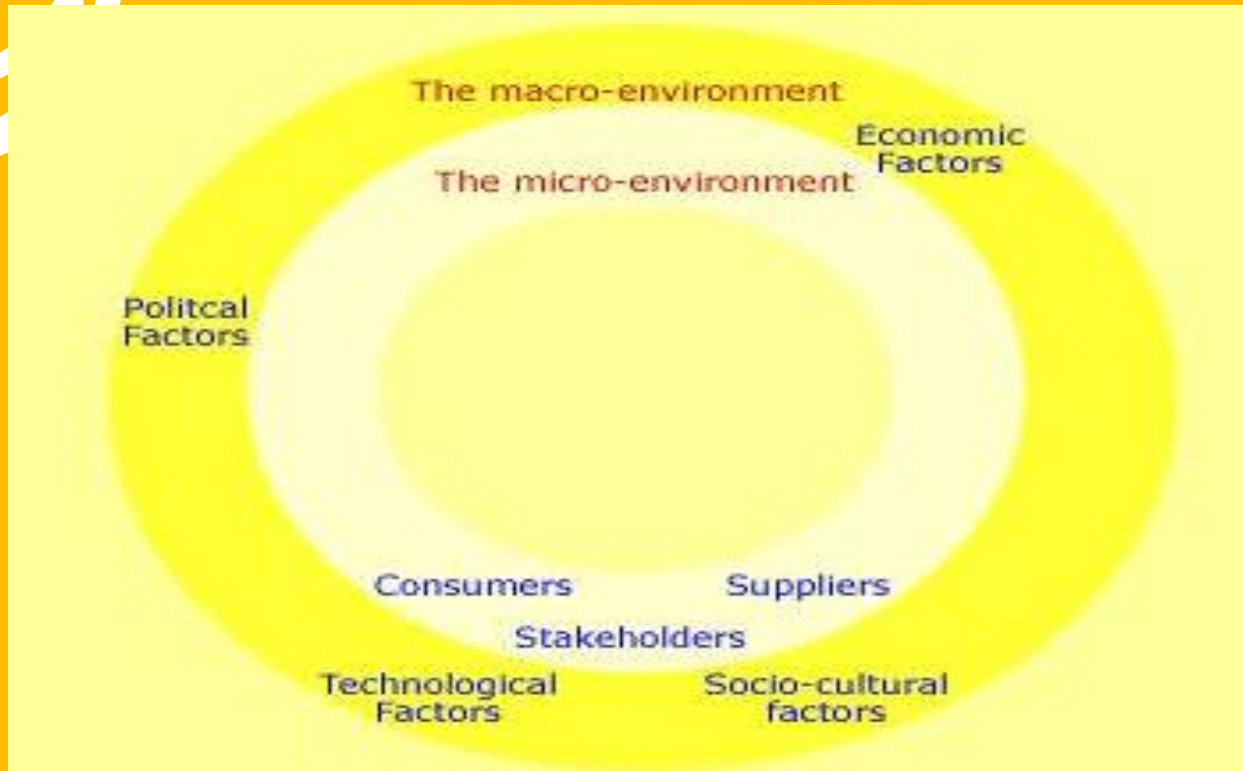


# Reason to study the Marketing Environment

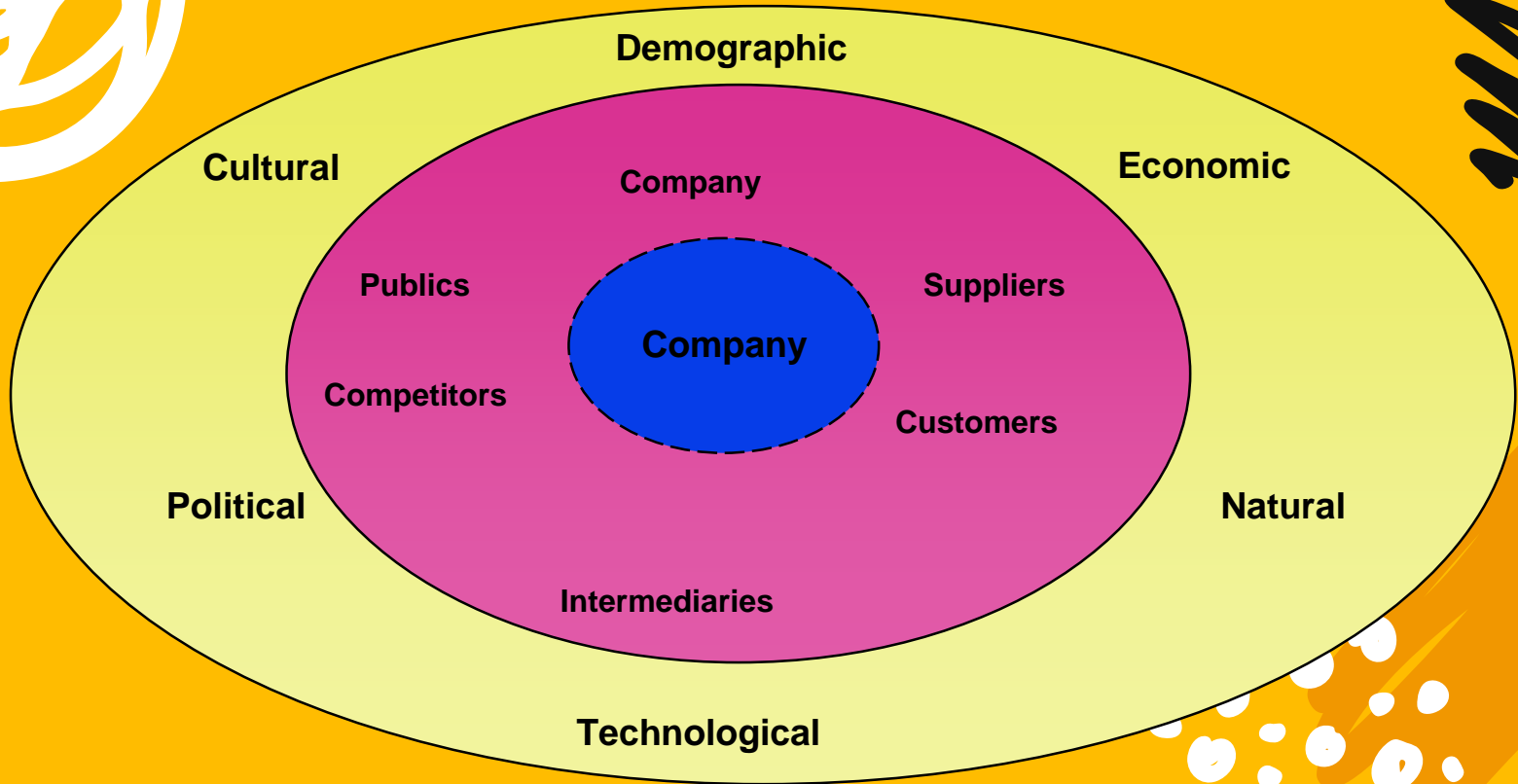




# Marketing Environment

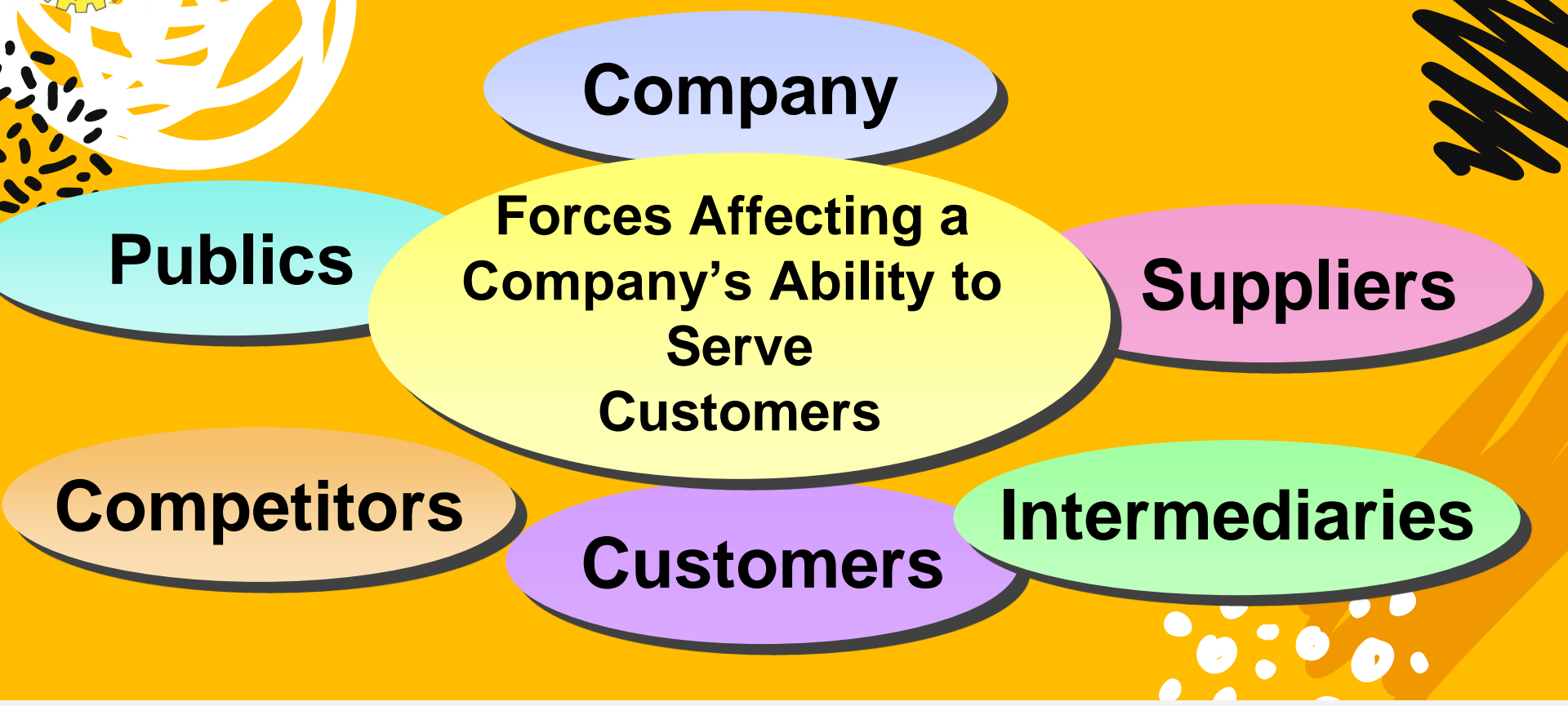


# Marketing Environment





# MICRO ENVIRONMENT







# MICRO ENVIRONMENT

Company's Internal Environment- functional areas such as top management, finance, and manufacturing, etc.

Suppliers - provide the resources needed to produce goods and services.

Marketing Intermediaries - help the company to promote, sell, and distribute its goods to final buyers.

Customers - five types of markets that purchase a company's goods and services.

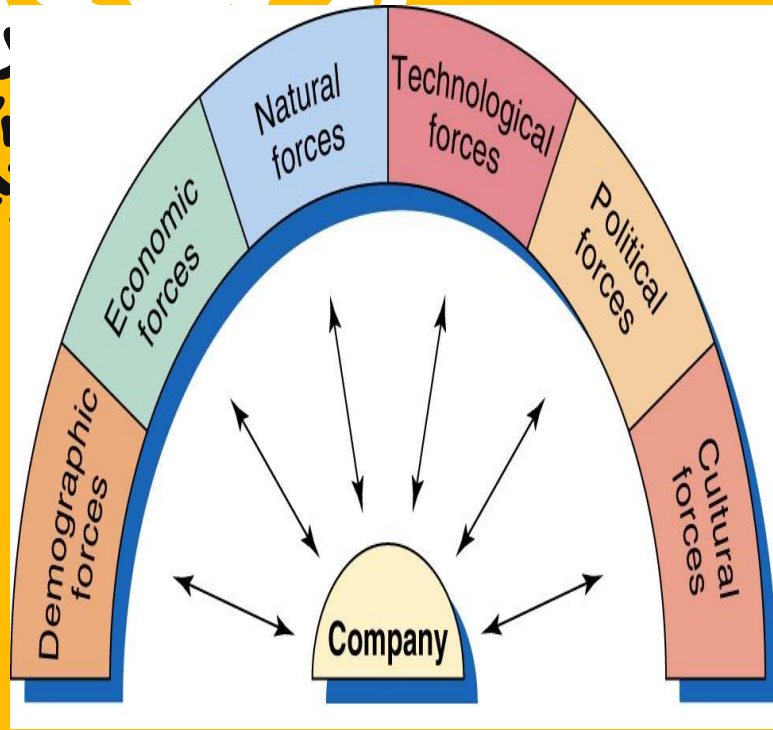
Competitors - those who serve a target market with similar products and services.

Publics - any group that perceives itself having an interest in a company's ability to achieve its objectives.





# MACRO ENVIRONMENT



Demographic - monitors population in terms of age, sex, race, occupation, location and other statistics.

Economic - factors that affect consumer buying power and patterns.

Natural - natural resources needed as inputs by marketers or that are affected by marketing activities.

Technological - forces that create new product and market opportunities.

Political - laws, agencies and groups that influence or limit marketing actions.

Cultural - forces that affect a society's basic values, perceptions, preferences, and behaviors.



# DEMOGRAPHIC ENVIRONMENT



***Worldwide Population Growth***

***Population Age Mix***

***Ethnic Markets***

***Educational Groups***

***Household Patterns***

***Geographical Shifts in Population***



# Economic Environment

## Income Distribution

Subsistence economies

Raw-material-exporting economies

Industrializing economies

Industrial economies

Savings, Debt, &  
Credit Availability



# Natural Environment

More Government  
Intervention

Factors  
Affecting  
the  
Natural  
Environment

Shortages of  
Raw Material

Higher Pollution  
Levels

Increased Costs  
of Energy



# Technological Environment



**Rapid Pace of Change**

**High R & D Budgets**

**Issues in the Technological Environment**

**Focus on Minor Improvements**

**Increased Regulation**





# Political Environment



**Increased  
Legislation**

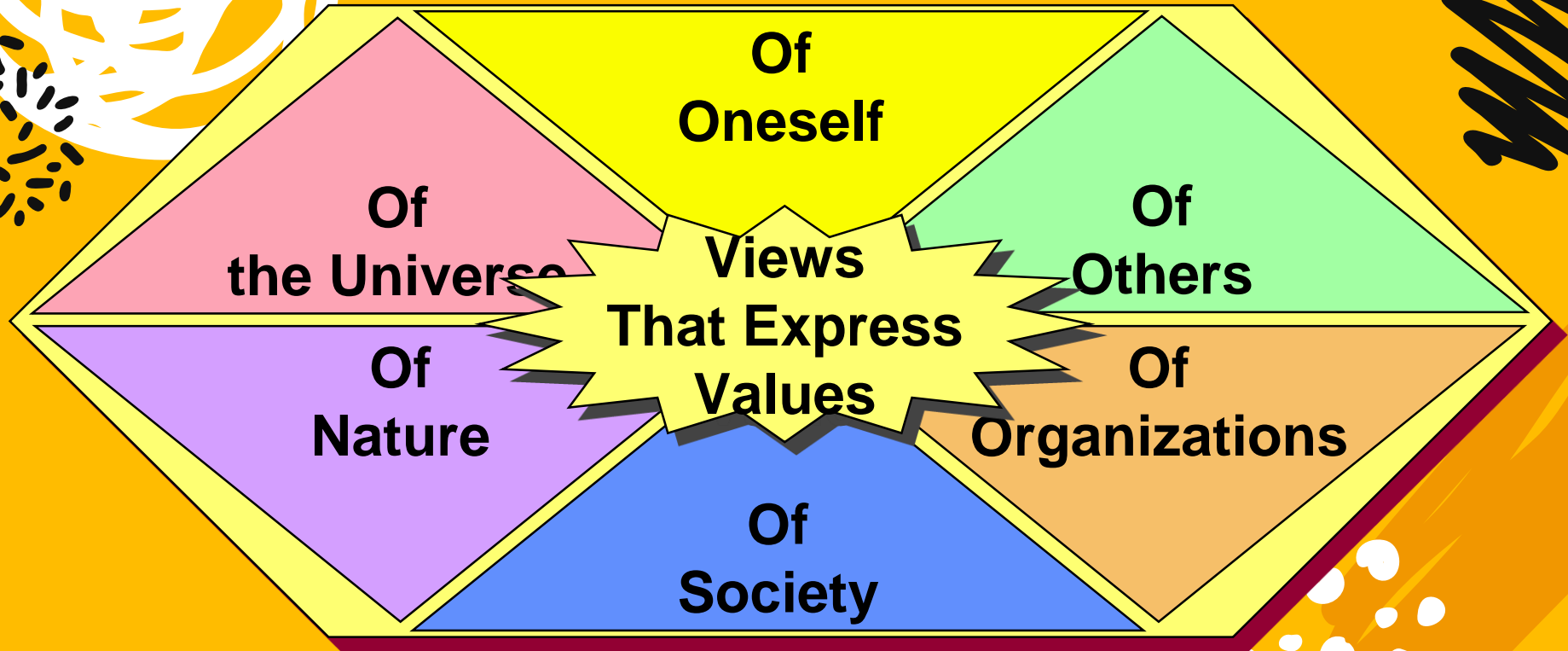
**Changing  
Enforcement**

**Key  
Trends in the  
Political  
Environment**

**Greater  
Concern for  
Ethics**



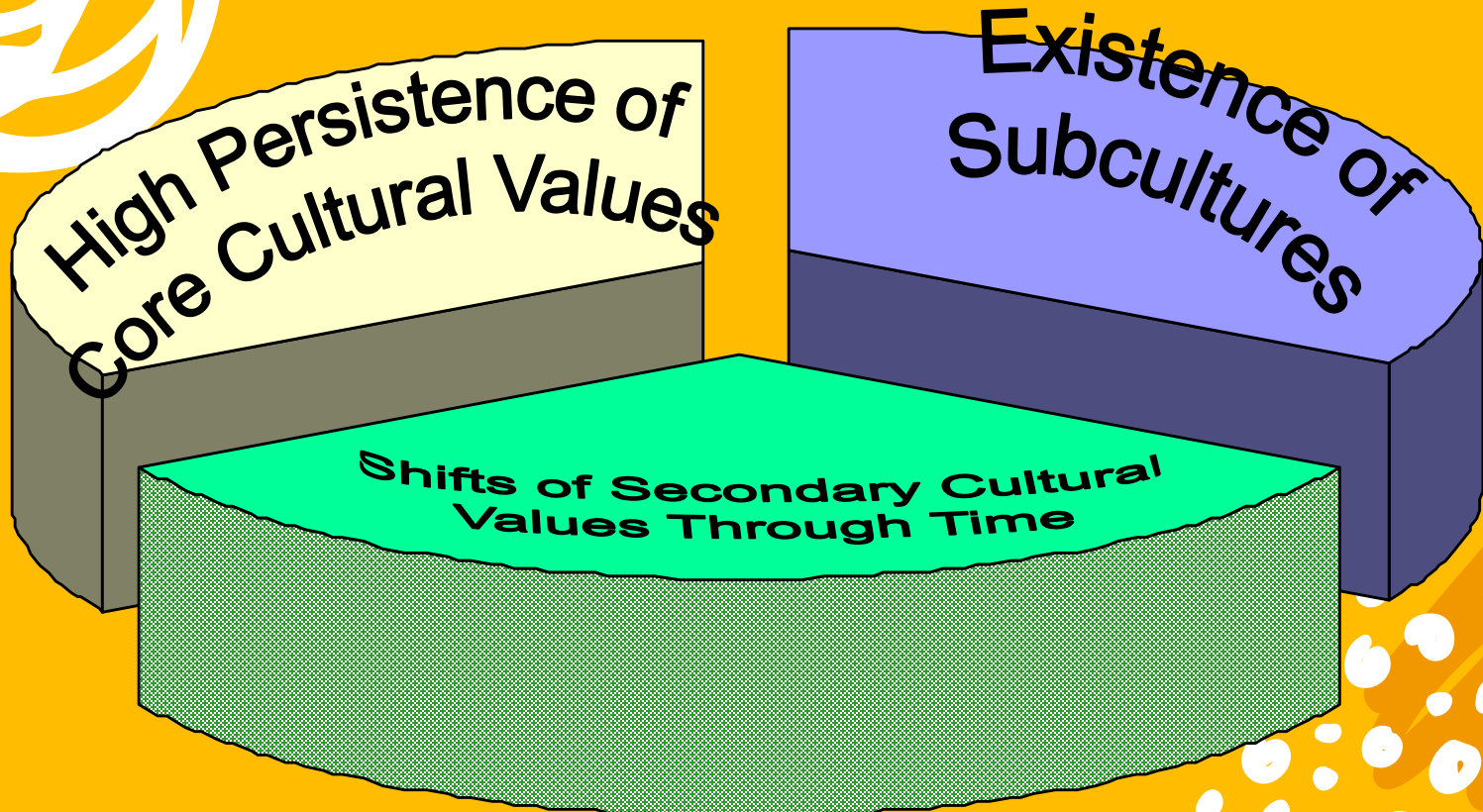
# Cultural Environment







# Socio Cultural Environment





# Knowledge Check

Which of the subsequent terms best describes the environment that includes the forces getting ready to the corporate that has an effect on its ability to serve its customers—the company, suppliers, promoting channel companies, client markets, competitors, and publics?

- X A. macroenvironment
- X B. microenvironment
- X C. Both A & B
- X D. global environment
- X E. networked environment
- X F. None of these

**Micro Environment**





# Summary



- Why to study the marketing environment
- Micro environment
- Macro environment





# References



<https://businessjargons.com/marketing-environment.html#:~:text=Definition%3A%20The%20Marketing%20Environment%20includes,and%20influence%20its%20marketing%20operations.>



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# Thanks!

