**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Marketing Management Orientations**

**The book outlines on pages 10 – 12 the FIVE Marketing Management Orientations;**

* **The Production Concept**
* **The Product Concept**
* **The Selling Concept**
* **The Marketing Concept**
* **The Societal Marketing Concept**

**Write the definition for each of the 5 Marketing Management Orientations below.**

Production Concept: The ideas that selling an item for an affordable price will make customers want the product more.

Product Concept: The idea that customers will want an item more if it has the best features, performs well, and has very good qualities.

Selling Concept:  The thought that emphasizing and aggressive selling will achieve its objectives.

Marketing Concept: A philosophy of knowing what the consumer’s needs, and setting high expectations and out working other competition to reach success.

Societal Marketing Concept: the idea that consumers ideas and interest should involve in the company’s marketing decisions.

**Based on the following situations select the most appropriate Marketing Management Orientation**

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| 1. A discount cola brand that focuses on the efficiency of production and low labor costs to deliver a highly competitive product to the market place | Production concept |
| 1. Progressive Insurance launches a nationwide campaign to promote the value of purchasing Progressive Auto Insurance. | Selling concept |
| 1. When Apple identified that consumers where not interested in a compact disc player and were more interested in a portable music device, they were most likely implementing this Marketing Management Orientation. | Marketing concept |
| 1. Sony focused intensely on creating a better compact disc player by continuously improving the product, adding more features and building an overall better compact disc player. | Product concept |
| 1. Dawn recently launched a campaign that will donate a dollar from every purchase of Dawn Dish Washing Detergent to save wildlife. | Societal concept |
| 1. Acer computers segmented the computer market and decided to target a market that values an extremely competitive price. | Production concept |
| 1. A life insurance company recently hired an additional 10,000 sales reps across the United States. | Selling concept |
| 1. Craftsman has been at the forefront of product innovation for tools and hardware for the past 20 years. | Product concept |
| 1. Canon realized that consumers were not really looking for a better film camera and were more interested in a camera that could capture and store rich high quality images. | Marketing concept |
| 1. Gap has announced a national marketing campaign called Product Red. A percentage of sales of these products is donated to end hunger in Africa. | Socitel marketing concept |