



**SLEZSKÁ
UNIVERZITA**

OBCHODNĚ PODNIKATELSKÁ
FAKULTA V KARVINĚ

Introduction

Marketing of services



Question no.0

Who am I?



About me



Marketing consultant

ROBE[®]

E-BLUE

 **SAREZA**



 **kilpi**
TESTED BY NORTH

MEPAC CZ

KOUTNÝ
PROSTĚJOV

 **Projektově.CZ**

S O D


MODERN WRITING



GUMbooks[®]
advertising systems

MORAVEC
KVALITNÍ PONOŽKY



CRRL | CENTRÁLNÍ
REGISTR
REFERENČNÍCH
LISTŮ

KARVINA

ARR
AGENTURA PRO REGIONÁLNÍ ROZVOJ
REGIONAL DEVELOPMENT AGENCY OSTRAVA

 **Software**
For my hardware



About me

- Business Gate – advisory board
 - Providing students with real business experiences
- Ph.D.
 - Marketing communication of brands on social networks
- Associate professorship
 - How e-stores grow?
- Research projects and publications blah blah blah...



Question no.1

Who are you?



Question no.2

What do you know about
marketing?



Process

Delivering value to the customer
at a profit



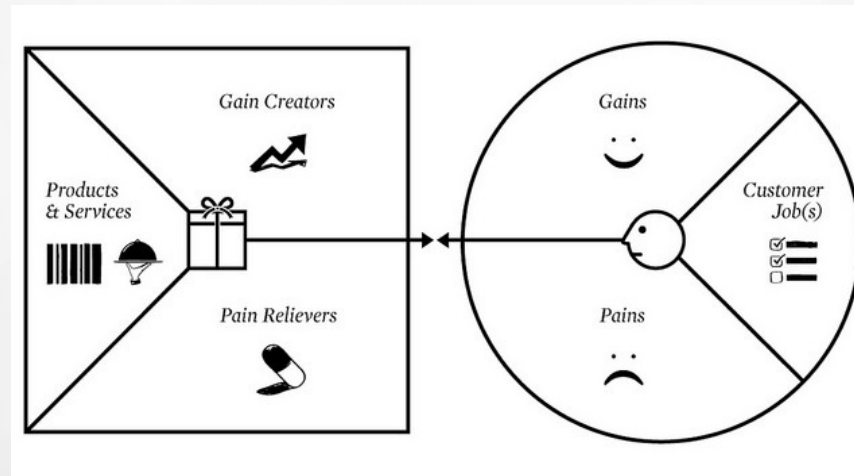
Question no.3

What is value?



Question no.4

What is value proposition?
See Alex Ostervalders model



Question no.5

What is need?



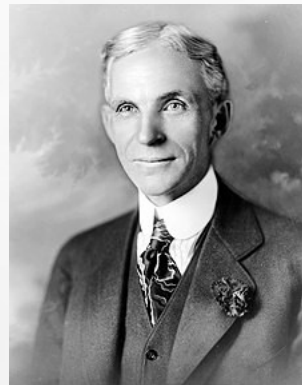
Question no.6

What is wish?



Henry Ford

“If I’d asked my customers what they wanted, they’d have said a faster horse.”



Question no.7

What is demand?



Evolution of marketing thoughts

Production

Product

Promotion

Marketing



Production focus 1930s

Profit driver - Production methods

Demand exceeded supply. Little competition in each market. Product design reflected production requirements more than customer requirements. Economies of scale.



Product focus 1950s

Profit driver: Quality of the product

A firm would also assume that as long as its product was of a high standard, people would buy and consume the product



Promotion focus 1960s

Profit driver: Selling methods

Such an orientation may suit scenarios in which a firm holds dead stock, or otherwise sells a product that is in high demand, with little likelihood of changes in consumer tastes diminishing demand.



Marketing focus 1980s

Profit driver - Needs and wants of customers

Firm would employ market research to gauge consumer desires, use R&D to develop a product attuned to the revealed information, and then utilize promotion techniques to ensure persons know the product exists.



Question no.8

What type of markets do we know?



Markets

B2C

B2B

B2G



Question no.9

What type of products do we know?



Type of products

Goods vs. Services



Type of products

Goods	Services
A physical commodity	A process or activity
Tangible	Intangible
Homogenous	Heterogeneous
Production and distribution are separated from the consumption	Production, distribution and consumption are simultaneous processes
Can be stored	Cannot be stored
Transfer of ownership is possible	Transfer of ownership is not possible



Type of products

Exampmles?



Examples

- Health care – hospital, medical practice, dentistry, eye care.
- Professional services – accounting, legal, architectural.
- Financial services – banking, investment advising, insurance.
- Hospitality – restaurant, hotel, bed & breakfast, ski resort, rafting.
- Travel – air lines, travel agencies, theme park
- Others – hair styling, pest control, lawn maintenance, counseling services.



Question no.10

What is marketing mix?

Old one: 4P – product, price, promotion, place

New one: 4C – customer, costs, communication,
convenience

Extension for services: processes, people, physical
evidence



Summary

- We all know now what is:
Marketing, value, need, wish,
demand, goods and services,
marketing mix.



The end

