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E- CONTENT FOR M.COM (SEMESTER- 2)

SUBJECT: MARKETING MANAGEMENT

PAPER CODE: COMCC-6

UNIT- V: MARKETING MIX

TOPIC: MODERN MARKETING – RECENT DEVELOPMENTS

Modern marketing - Recent Developments

1. Demarketing-

Efforts aimed at discouraging the demand for a product which (a) a firm cannot supply in large quantities (b) doesn't want to supply in ascertain region where the costs of distribution or promotion allow gives less profit margin.

Common marketing strategies include higher prices, scaled down advertising etc.

2. Over marketing-

It is concerned with the efforts made by the companies to increase the sales by all possible means. However in doing so, it neglects the quality, control and efficiencies in production process.

This concept ignores the the social responsibility of the organisation and only tries to achieve increasing sales volume.

3. Remarketing-

This concept is one which talks about extending further the life cycle of a product.

It tries to find out alternative uses for the existing product & also new markets and new users for these products.

Form, features and structure of the products are changed to add more value to the existing product.

4. Synchro Marketing-

It is concerned with maintenance of balance between demand and supply of seasonal goods.

5. Niche Marketing-

It is an advertising strategy that focuses on satisfaction of specific market needs. It aims to cater the specific need of particular segment of customers. Also known as micro marketing.

Ex. STAR channel- Star sports focuses on sport/cricket viewers.

6. Kiosk marketing-

Kiosk: it is small stand alone unit that performs a specific function generally without management intervention.

It is designed to deliver or collect information. It is placed where potential customers may visit e.g. shopping mall, airports, hotels, college campus etc.

Ex. ATM Machines



7. Rural Marketing-

Its a process of developing, pricing, promoting **rural specific goods** and services leading to desired exchange with rural customers to satisfy their needs and wants.

8. Social media marketing-

It is the use of social media platforms and websites to promote product. Ex. Facebook, Instagram

9. Green Marketing-

It refers to the process of selling goods and/or services based on their environmentally friendly. Such products are environment friendly in itself or produced in environment friendly way.

made from renewable materials

* recyclable

*Non containing of toxic materials

* manufactured in sustainable way

10. Guirrilla Marketing-

It is a marketing tactic in which company uses surprise and/ or unconventional interactions in order to promote a product. Example:





11. Meta Marketing-

Originally used by Prof. Kelly E.J. the word 'Meta' means more comprehensive. A/t Prof. Kelly, "Meta marketing is to designate a new, although related discipline which deals critically with marketing as a discipline."

Through this concept attempts are made to widen the horizons of marketing and include non-business organisations also within its purview.

The marketing practices adopted for the purpose of family planning measures, prohibition practices in the society are some of the examples of meta marketing.

12. Holistic Marketing –

Holistic marketing is a business marketing

philosophy which considers business and all its parts as one single entity and gives a shared purpose to every activity and person related to that activity. Ex.

- **According to this approach, business is considered as whole wherein all the departments viz. R& D, Finance, Marketing, HR etc.**
- **Relationship with customers or employees.**
