

## Marketing Management Philosophies

Marketing Management Philosophies describe the achievement of organizational objectives easily. These Philosophies are in the mid of 18th and 19th centuries.



# Marketing Management Philosophies

Production Concept

Product Concept

Selling Concept

Marketing Concept

Societal Marketing Concept

## Marketing Management Philosophies

Production Concept

Product Concept

Selling Concept

Marketing Concept

Holistic Marketing Concept

- Consumers favor products that are available and highly affordable.
- Improve production and distribution.
- Consumers favor products that offer the most quality, performance, and innovative features.
- Consumers will buy products only if the company promotes/sells these products.
- Focuses on needs/wants of target markets & delivering satisfaction better than competitors.
- Focuses on needs/wants of target markets & delivering superior value.