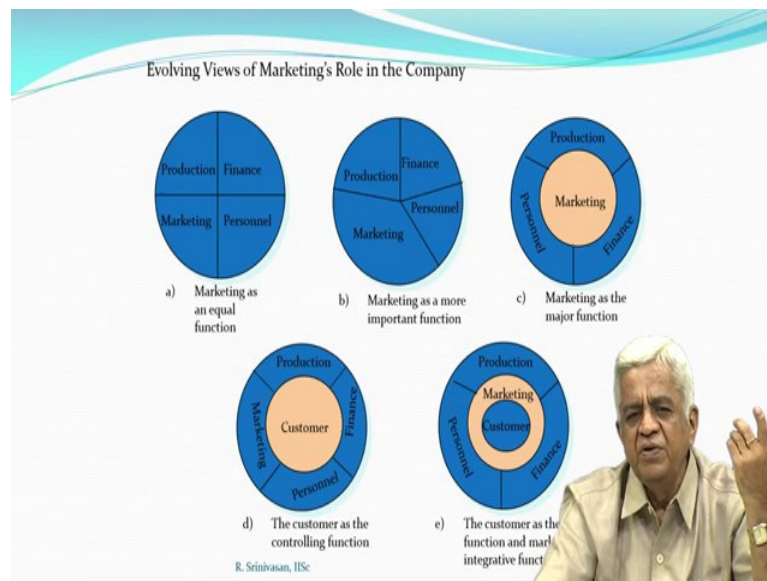


**Integrated Marketing Management**  
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**Lecture – 04**  
**Role of Marketing**

Welcome to the next lecture. So, we looked at the meta marketing framework.

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Now, you look at how the marketing roles that is the role of marketing in a company has started evolving. If you looked at first diagram Production Finance Marketing Personnel occupied equal space. So, you had a 25 percent importance even to each one of them in the beginning. So, marketing as an equal function along with the other three functional areas, kindly note in a company there are only four functional areas it is production, finance, marketing and personnel.

What we now see as systems it is used by all these areas kindly note that also, what we look at the different things like these business process, reengineering all those types of things. Many times is not confined to one particular functional area it will cut across functional areas in management.

So, you have this situation where you are looking at marketing as an equal function, this has changed where you are looking at marketing as a more important function. If you see

this, this is second diagram which tells you marketing is having a more important function; it is occupying more space compare to the other three functional areas of management. It has become so because marketing or the role of marketing has been started has been perceived as more important due to the marketing economy which has started setting in.

Now, if look at the third diagram what is happening, if you look this more or less the way in which the Indian companies are now in. You are looking at marketing as the central function and around marketing you are seeing the other functional areas that is the production, finance and the personal revolving around marketing. So, marketing has become major and the other functional areas are all most revolving around marketing.

If you look at the next diagram what should be really looking at this is the weight, it is right now in the present if situation it is a customer who is controlling the company. So, customer is at the middle and you are looking it all the functional areas around the customer. So, it is a customer centric function which most of the companies are doing.

So, their companies are forced look at the needs of the customer and he is controlling what the company should be producing and what it should be marketing. So, you have the customer at the centre, you have the other functional areas that is the production finance personnel and marketing revolving around him. So, this is the way the marketing roles have evolved over the years.

In the first diagram you had marketing as an equal function, the second diagram you had marketing as a more important function, in the third diagram you have marketing as a major function, in the fourth diagram as it is today you are having customer as the controlling function and you have the other functional areas. All the functional areas of management revolving around the customer whether it is production, whether it is finance, whether it is personnel or whether it is marketing.

Now, a slide change has also got introduced, what is the change which has come. The change which has come is if you really look at it the change which has come to the four right now, if customer still is the controlling function. But, you have one more circle around the customer where it is mentioned that customer is the marketing department is closely interacting with the customer. In other words what is marketing department trying to do, the customer's needs the marketing department is integrating. It is serving

as an integrative function it is conveying the needs of the customer to the production department and when you have this new product developments taking place you have all these feed backs coming from the customer.

So, you have the marketing revolving around the customer and when it reveals around the customer it acts as an integrative function. So, you have the customer still as the controlling function, but you also have the marketing revolving around him. In another words you have the top management of marketing always in interaction with the customer. The result is customer still controls, but marketing integrates. So, you have customer as a controlling function marketing as the integrative function.

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The Basic Marketing Tasks

	Demand State	Marketing Task	Formal Name	Examples
I	Negative	Disabuse demand	Conversional Marketing	Vegetarians for Meat, dental work, Vaccinations
II	No	Create demand	Stimulational Marketing	Old barbed wire, boats where there is no water
III	Latent	Develop demand	Developmental Marketing	Cigarettes causing less damage to health
IV	Faltering	Revitalize demand	Re-Marketing	Church membership
V	Irregular	Synchronize demand	Syncho-Marketing	Mass transit during peak/non-peak hours, Ooty in winter
VI	Full	Maintain demand	Maintenance Marketing	HMT's watches
VII	Overfull	Reduce demand	De-Marketing	San Fransisco's Golden Gate bridge used by motorists too often, rate of growth of Bangalore
VIII	Unwholesome	Destroy demand	Counter Marketing	Alcohol, drugs, cigarettes

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Now, if you look at I am giving you in this particular slide some basic marketing tasks, these basic marketing tasks are with respect to four aspects. One is with respect to the demand state, with respect to that demand state what is the type of marketing task that should be done and what is a formal name given for the type of marketing. And some examples I have given for this; suppose there is a negative demand for your product what is the marketing task that is associated with this negative demand it is to disabuse demand.

What is the formal name given for this particular marketing, it is called conversional marketing. Suppose you have to sell meat to a person who is a strict vegetarian it is a big task. Similarly, you have to tell as a dentist that the person who has come to you his teeth

or tooth has to be removed. It is a big task as a dentist to convince your customer that your tooth requires to be extracted because he is not going to easily consent for that.

Similarly, vaccinations you thought that if your child should be vaccinated, but the child is going to resist this vaccination with all the force that **is (Refer Time: 09:14) command**. So, these are the types of the negative demand states which you can easily visualize there may be number of them. Suppose you do not have demand for a product at all, what will you do? So, you have to create demand what is that type of marketing called, it is called stimulation marketing this is in a lighter weighing the example which I am giving you.

Suppose your father in law were to give his son in law a boat, but there is no water, what can this son in law do is a next question which you have to answer. How does he create demand for the boat, this demand for the boat can be created in a creative manner only? So, this son in law can look at creating an artificial lake where this boat can be of use, ok.

Similarly, you have to sell old barbed wire let us say many of our people have done it, how have they done it especially the people from Punjab when they are doing it in western countries many of this old products, this barbed wire products also. They are able to market these products as antiques, ok. So, in other words we are not short of talent, ok.

So, suppose the demand for your product is latent it is there, but it is hidden what should you do. You should develop demand for the product that is called developmental marketing. What is this developmental marketing? An example for this could be you are a smoker let us say, there is always a tagline there is always a caution line which is given on this cigarette pack, what is that? It says smoking is injurious to your health in other words it is telling you do not purchase this product; if you take these cigarettes it can cause damage to your health.

Now, this has to be put on every cigarette pack according to the directions of the government. Now, suppose you say I have come out with a cigarette it causes damage to health alright, but compare to other cigarettes it causes less damage, ok. So, what is it that you are likely to do look at this brand a cigarette it causes damage to your health, this brand b which am giving you it causes less damage which you can try. So, many

times when you are telling a person to give up smoking, he says suppose he were to confront you by saying that look you also come to smoking a you all.

So, try smoking will you be able to give up later I will see. Then this type of branding can be helpful to for such products. But not that we are trying to advocate smoking, but for a company which is producing tobacco products this can be some of one of the examples which you can think off. So, if you see some of the things mentioned less next; suppose your demand state is faltering. The best example is the task that is to be associated with it is revitalizing the demand it is called remarketing, the best example for this is church membership.

So, in the present day when everyone is questioning who is their god that thing this thing and all that now similar church is also being questioned. So, what are all types of free things; so many times you find that people are asking why should we contribute. So, in a country like a Germany, these types of contributions are not really a promoted that is the church contributions. So, you are a member of the church you can; so, it does not believe in that religious this thing at all.

So, for the church to survive church has also got to remarketing, how it will do remarketing. It has to do its own promotional aspects. So, some churches said you become a member this month you do not have to pay, you do not have to pay this month also you do not have to pay next month also all this types of things. Suppose the demand for your product is irregular then what is that type of task that is associate with it is called synchronizing demand. It is the name formal name for such marketing is called synchro marketing.

The best example for this is your peak hour travel. So, if you want to travel in many of the European countries peak hour travel by train is always costlier compare to non peak hours, many times it is double or tribble. What is the objective the objective is you travel during the peak hours only when it is a necessity, otherwise you are not going to travel during peak hours. When it becomes a necessity that is you have going towards your officer things like that, then you going for your monthly pass are whatever when you going for your monthly pass the fair still comes back to the normal fair that type of a scenario.

Similarly, when the demand for your product is full it was the case with HMTs' watches in the 90s. What do the job, the job was in the 80's and the early 90's, the job of the company was to maintain demand and it is called maintenance marketing. So, HMTS watches was in this particular state straight from 70's 80's and also up to the mid 90's without any problem and when Titan came in it is demand started falling. Suppose you have a scenario where you have overfull demand that is you are not able to really satisfy this demand, what should you do reduce the demand, this is called de-marketing.

The best example which you can think of is the use of the San Francisco's golden gate bridge by motorists too often; they wanted to use this golden gate bridge. There will be a small way which they wanted to a experience and result is the authorities started putting a small tariff for using this golden gate bridge ok, you want a use that golden gate bridge fine, but pay so dollars use the golden gate bridge.

Now, look at the rate of growth of Bangalore, it is harmful to the city itself. So, what should be authorities will thinking, the authorities should thinking how to curb the growth of Bangalore that is de-market Bangalore. So, how do you de-market Bangalore one of the methods could be to impose a certain method of tax for on settling down in Bangalore when it is not required. So, this use to be the state earlier with respect to Bombay also back in the 80's and the 90's itself.

Suppose, you wanted to move out to Bombay they use to ask you question, suppose with you wanted to move with your what you call the luggage everything shift your residence to Bombay. You had to produce proof to the authorities that is the police or a checking post that you have be transfer to Bombay. So, I am moving all these items all these things had to be done.

Now, Bangalore is also in the same state right now, you have a burgeoning population and a crumbling infrastructure; this infrastructure cannot really take care of this type of burgeoning population. How do you do, how do you face this type of a situation, in other words you have to de-market. Suppose it is an unwholesome demand the next to state, what do you do you have to destroy demand, what is this called this is called counter marketing. An example for this is you have to do counter marketing with respect to your alcohol, drugs and cigarettes.

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Now, if you things are coming in the present day setup. Marketing is now looking at what is called these social initiatives. This Social initiate initiatives is taking different names it is called corporate social marketing, cause marketing. Corporate social marketing refers to how you can be as a corporative useful to the society at large, cause marketing refers to how do you contribute towards a cause may be towards environment or greenery things like that. Corporate philanthropy is where as a corporate you start donating certain amounts or whatever is the possible amounts to certain causes.

Similarly, corporate community involvement where as a corporate you involve the community in the development of the surrounding areas with respect to your company or some other designated areas. Similarly, social responsibly socially responsible business practices.

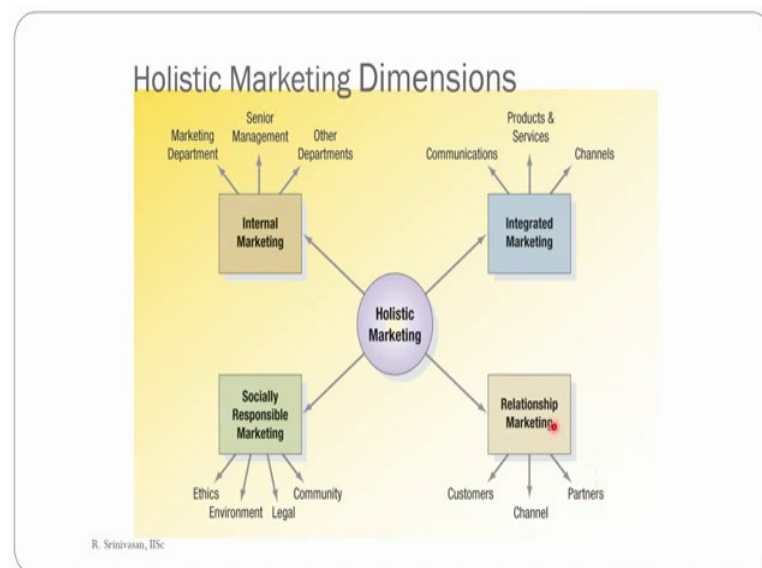
So, you start practicing some of these ethics all this is coming under more or less ethical marketing practices, socially responsible business practices. Where you say you do not market a product which is not ethical like your drugs or things like you do not market such types of products. So, these are things which companies should volunteer is no these things we are not going to be a part, ok.

So, instead of the government coming in and stopping alcohol things likes that. So, the companies also should make it a point that the customer's health is also centric to them. So, these are some of the socially responsible business practices which they have to

evolve. Similar, if you look at not to promote money laundering, not to promote shell companies all these come under this category.

So, this all these under this heads we are looking at performance marketing. This performance marketing has two aspects one is financial accountability and social responsibility marketing. Social responsibility marketing is looking at social initiatives and when you are looking at social initiative you are looking at corporate social marketing, you are looking at cause marketing, you are looking at corporate philanthropy and you are looking at corporate community involvement and you are looking at socially responsible business practices. All these are coming under the umbrella of the social initiatives.

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So, having looked at all this, we look at one important aspect with respect to this lecture that is the holistic marketing. What is holistic marketing? If you look at holistic marketing you look at in this manner that is you look at aspects which are internal marketing, you are looking at aspects which are socially responsible marketing, you are looking at aspects which are integrated marketing and you are looking at aspects which are relationship marketing. What are these dimensions? When you look at internal marketing you are looking at marketing department, senior management and other departments. You are looking at marketing functions from all these angles.



When you are looking at socially responsible marketing you are looking at ethics, you are looking at environment you are looking at legal, you are looking at the community. How the type of marketing that you are going to do is going to affect the community or going to benefit the community that is socially responsible marketing. Then when you look at the integrated marketing, what are you looking at in integrated marketing, you are looking at communications, you are looking at products and services you are looking at channels all the three put together you are this is what we are looking at in the integrated marketing function.

Now, in this present fiercely competitive marketing network marketing environment, we are looking at this relationship marketing. What are we looking at in relationship marketing, we are looking at customers, we are looking at channels and we are looking at partners.

So, as I mentioned the job of the marketer does not end by selling a product to the customer, you have to have a relationship between with the customer even if even after the product is sold to him, this is what is called the relationship marketing. When it is with respect to customers you give the name as the customer relationship management, when it is with respect to channels you give the name as channel relationship management, when it is with respect to your partners it is partner's relationship management.

So, when you look at all these four compartments put together they lead you to what is called the holistic marketing. The holistic marketing in other words encompasses all these four compartments. So, this is the crux of what we are presently looking at in the present day marketing environment in India. We looking at holistic marketing and these are the dimensions of holistic marketing. We stop here we will continue in the next class.

Thank you.