

MARKETING MANAGEMENT

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Abstract: In the range of 2020 to 2021, there was a decrease in new students at the Al Fattah Buduran Sidoarjo Islamic Boarding School. The decline in new students shows that there is still a lack of parental satisfaction with the Al Fattah Buduran Sidoarjo Islamic Boarding School institution. The purpose of this study is to find out and analyze the implementation of educational marketing in Pesantren Al Fattah Buduran Sidoarjo and to find out and analyze the obstacles in the implementation of educational marketing in Pesantren Al Fattah Buduran Sidoarjo. Data analysis is carried out by analyzing the Miles and Huberman model data which consists of three stages, namely data reduction, data presentation (data display) and drawing or verifying conclusions. The results showed that the implementation of educational marketing at Pesantren Al Fattah Buduran Sidoarjo can be seen from educational service products in the form of junior high schools, high schools and Diniyah Madrasah (Madin) or Islamic boarding schools; prices in the range of 12 million rupiah; easily accessible location and ownership by the foundation; promotion through online and non-online media; implement a full day school system and international classes; the condition of the building is already permanent and suitable for use.

Keywords - *Service marketing management; Parental satisfaction; the image of the educational institution*

Introduction:

Literature has focused on the consequences of MMM by revealing its damage to firms' long-term performance (Saboo et al., 2016, Mizik & Jacobson, 2007; Bendig et al., 2018). Recently, research has gradually shifted to uncovering the antecedents of MMM and found that institutional investors, marketing department power, and CEO traits are influential (Agnihotri & Bhattacharya, 2021; Chung and Low, 2017, 2022; Srinivasan & Ramani, 2019). These studies help us better understand how marketing strategies are affected by organizational structure and CEO characteristics. However, they fail to effectively reveal how myopic marketing strategies are formed, especially the psychological mechanism of the top management team (TMT) in decision-making and the interactions of their different functional experiences. MMM can reflect managers' cognitive bias in practice. Managers have short-term bias and show short-termism behavior, defined as their pursuit of decisions that are best for the short term but suboptimal

What Is Marketing Management?

In short, marketing management is the process of planning, executing, and tracking the marketing strategy of an organization. This includes the marketing plan, campaigns and tactics used to create and meet the demand of target customers to drive profitability.

To ensure you're making the right decisions, market research is necessary to understand the marketplace and determine what needs are not being met, or how to exploit opportunities that are currently not being served. Market research includes competitive research, key demographics, pricing and the best promotions for attracting customers.

Types of marketing management

Part-I: Defining Marketing and the Marketing Process

The first chapter is an excellent introduction to marketing management, focusing on both marketing and usefulness of marketing to create customer value. The authors have discussed the five step process of marketing. This chapter also put emphasize on building customer relationship through various marketing strategies. This chapter helps the readers to understand the role of marketing in customer value creation.

Chapter two 'Company and Marketing' describes the various strategies used in creation of customer value and building customer relationship. This chapter also discuss about the functions of marketing and marketing mix to influence the customer in the market. This chapter has discussed the case example of McDonald's which state that the mission of the company is customer focused. In this chapter the customer driven marketing strategies like targeting, segmenting and positioning the market has discussed. The best can be learned from this chapter is managing marketing efforts, marketing control and analysis of result

Part-II: Understanding the Marketplace and Consumers Part two of this book covers four chapters namely: Analyzing the Marketing Environment; Managing Marketing Information to Gain Customer Insights; Consumer Markets and Consumer Buyer Behavior; Business Markets and Business Buyer Behavior. The third chapter discusses the concepts of internal

Part-III: Customer-Driven Marketing Strategy Part three of this book covers eleven chapters. With eleven chapters it is one of the lengthiest part as far as contain is concerned. Chapter seven reveals the fact about the usefulness of marketing strategies to create customer value. In this chapter authors try to put emphasize on the marketing strategies suitable for target market, segmentation and market positioning. This chapter states the various bases of market segmentation and targeting strategies. The authors discussed the role of product differentiation and product positioning to gain competitive

Marketing Management

A necessary and useful starting point for the study of marketing is consideration of the management process management also serves as a central link between marketing and the societal level and everyday consumption by the general public (Burnett, 2008:17-18). While Kotler & Armstrong (2014:30) define marketing management as the art and science of choosing target markets and building profitable relationships with them. To win marketing strategy, the marketing manager must answer two important questions: what customers will we serve? And how can we serve these customers best? Based on those definitions, can be concluded that marketing management is the concept to grow a continuous and profitable relationship with customers by creating Marketing management wants to design strategies that will build profitable relationships with target consumers. There are five alternative concepts under which organizations design and carry out their marketing strategies: the production, product, selling, marketing, and societal marketing concepts. (Kotler & Armstrong.

1. Production concept

The idea that consumers will favor products that are available and highly affordable; therefore, the organization should focus on improving production and

2. Product Concept

The idea that consumers will favor products that offer the most quality, performance, and features; therefore, the organization should devote its energy to making continuous product improvements.

3. Selling Concept

The idea that consumers will not buy enough of the firm's products unless the firm undertakes a large-scale selling and promotion effort.

4. Marketing concept

A philosophy in which achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions better than competitors do.

5. Societal marketing concept

The idea that a company's marketing decisions should consider consumers' wants, the company's requirements, consumers' long run interests, and society's long.

Buying Decision Behavior

Consumers can purchase different products because of the different buying decisions process. In order to purchase goods, consumer do not need to pass all stages of the buying decision process. However, some decision process is important that the consumer forced to do all these steps carefully and meticulously. These steps include: (Jeddi, Atefi, Jalali, Poureisa, & Haghi, 2013:21-22)

1) Identify the problem: The first stage of the decision-making process is that people can feel the difference between current and desired situation, so consumers are trying to resolve these differences.

2) Data collection: For solving buying decision problem, consumers can collect any information. This information can be from internal (past experiences, learning, memories, motivation, feelings, characters) and external (culture, reference groups, family, marketing activities, exhibits, etc.)

3) Assessment Options: After gathering information, consumers are ready to make decision. At this point, they should be able to evaluate different options and choose.

Complex Buying Behavior

1. Complex buying behavior occurs when consumers are highly involved in a purchase and perceive significant differences among brands. Consumers has much to learn about the product category

2. Dissonance-Reducing Buying Behavior

Consumers are involved with an infrequent, expensive, or risky purchase but they can see little difference among brands

3. Habitual Buying Behavior

Habitual buying behavior occurs under conditions of low involvement of consumer and little significance of brand differences

4. Variety-Seeking Buying Behavior

Variety-seeking buying behavior occur in situations characterized by significant

Scope of Marketing

1. Marketing is typically seen as the task of creating, promoting and delivering goods and services to consumers and businesses. In fact, marketing people are involved in marketing 10 types of entities: goods, services, experiences, events, persons, places, Goods—Good is defined as something tangible that can be offered to market to satisfy a need or want. Physical goods constitute the bulk of most countries production and marketing effort. In a developing country like India fast moving consumer goods (shampoo, bread, ketchup, cigarettes, newspapers etc.) and consumer durables (television, gas appliances, fans etc.) are produced and consumed in large quantities every year.

2. Services—as economies advance, the share of service in gross domestic product increases. For example, in USA, service jobs account for 79% of all jobs and 74% of GDP. A service can be defined as any performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything.

Its production may or may not be tied to a physical product. Services include the work of hotels, airlines, banks, insurance companies, transportation corporations etc. as well as professionals like lawyers, doctors, teachers etc. Many market offerings consists of a variable mix of goods and services

. 3 Experiences—by mixing several services and goods, one can create, stage and market experiences. For example water parks, zoos, museums etc. provide the experiences which are not the part of routine life. There is a market for different experiences such as climbing Mount Everest or Kanchanjunga, travelling in Palace on Wheels, river rafting, a trip to Moon, travelling in Trans-Siberian Railways across five time zones etc.

4. Events—Marketers promote time-based, theme-based or special events such as Olympics, company anniversaries, sports events (Samsung Cup—India Pakistan Cricket Series), artistic performances.

Importance's of Marketing

(A) To the Society

1. It is instrumental in improving the living standards. Marketing continuously identifies the needs and wants satisfying products or services which can propel the people to do an extra to earn money which can be exchanged for the desired products or services. The people are likely to spend the additional income over and above the disposable income on the products or services which helps in minimizing the physical efforts. Thus marketing by indirectly increasing the earning ability will help in improving the standard of living of the customers.

2. Marketing generates gainful employment opportunities both directly and indirectly.

Directly, marketing provides employment to the people in various areas.

(B) To the firms/companies

1. Marketing sustains the company by bringing in profits. Marketing is the only activity that brings revenue to the firm, whereas other activities incur expenditure. If the company's products or services satisfy the customer's requirements, then the satisfied customers will keep the company in business by repeat orders and recommending other profitable customers. Thus marketing is the driving force behind a successful company.

2. Marketing is the sources of new idea. New product or service ideas usually comes from the research laboratories, employees or from marketplace. It's the marketing people who are in continuous touch with the consumers and marketing intermediaries.

Interaction with them helps in identifying strong and weak points of company's product or services as well as competitor's products or services. This interaction can also help in identifying unmet needs or wants of the consumers and the features, consumers are looking into the products or services which can satisfy those unmet needs or wants.

Conclusion

Marketing management of the company's activities contributes to the process of analysis, development and implementation of measures aimed at establishing, strengthening and maintaining mutually beneficial relations with customers; provides an opportunity to organize the company's activities based on the principles of optimal use of the available potential and obtaining the greatest profit, taking into account the satisfaction of consumer needs. Marketing in the enterprise management system performs an accompanying mission, starting with organizational and preparatory,

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