

What's MARKETING?



Some Fundamental Concepts ...

品牌 (Branding)

- ❑ A “Brand” is a “name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers.

營銷 (Marketing)

- ❑ the process used to determine what products or services may be of interest to customers, and the strategy to use in sales, communications and business development.

宣傳 (Promotion)

- ❑ one of the four elements of marketing mix (product, price, promotion, place).
- ❑ the communication link between sellers and buyers for the purpose of influencing, informing, or persuading a potential buyer’s purchasing decision.

廣告 (Advertising)

- ❑ a form of communication used to persuade an audience (viewers, readers or listeners) to take some action with respect to products, ideas, or services.

銷售 (Selling)

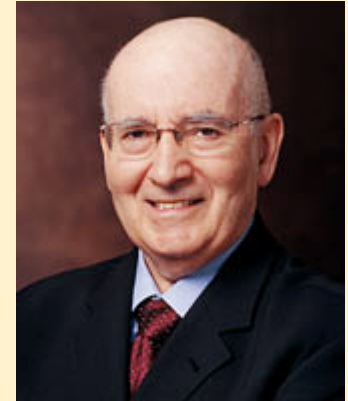
- ❑ the exchange of a commodity or money as the price of a good or a service.

What is “Marketing”?



Marketing

“the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.” (Kotler, 1972)



“ a seller’s promise to deliver a specific set of features, benefits and services consistent to the buyers...” (Kotler, 2001:188).

“Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.
(American Marketing Association, 2004)

**American
Marketing
Association**



“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”
(American Marketing Association, 2013)

Overview of IMC and Different Marketing Careers and their Prospects

Table 8: Projected Manpower Resource Balance by Education Level in 2022

Education level	(a) Projected manpower supply	(b) Projected manpower requirement	(c) = (a) – (b) Projected manpower resource balance in 2022 [Surplus (+) / shortfall (-)]
Lower secondary and below			- 55 700
Upper secondary			- 94 100
Diploma			+ 16 300
Sub-degree	251 300	238 400	+ 13 000
First degree	914 300	965 000	- 50 800
Postgraduate	317 000	263 600	+ 53 400
All levels	3 676 300	3 794 200	- 117 900*

**Manpower shortage
continues in many
sectors**

- 64 800

+ 2 600

* This is the high side of GDP estimation: 5%

Source: HK Legco Manpower Panel, 20 May 2014

**Left
Circle**

*What the
employers in
the new age
wants?*

**Right
Circle**

*How are we
going to
equip ourselves
to meet the
challenges in the
new age?*

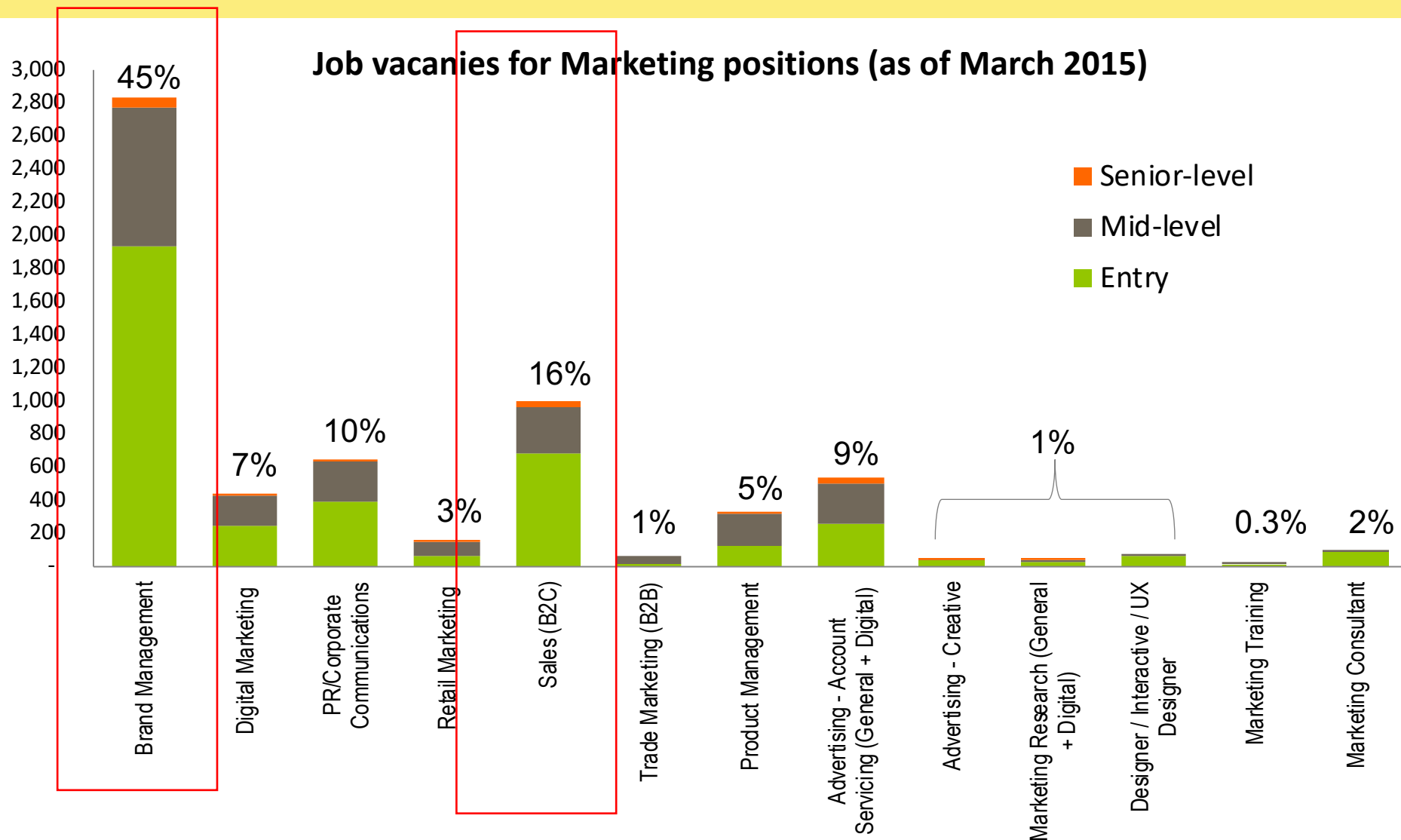


**Frist-rated
Marketers
in the New Age**

Marketing Career Paths in the New Age

	Path	Entry-level	Mid-level	Senior-level
1	In-house Brand/Marketing Management	Marketing Executive	Assistant Manager / Manager	Associate Director / Director
2	In-house – Digital Marketing	Digital Marketing Executive	Assistant Manager / Manager	Associate Director / Director
3	Public Relations / Corporate Communications	Public Relations/Corporate Communications Executive	Assistant Manager / Manager	Associate Director / Director
4	Retail Marketing / Management	Retail Marketing Executive	Assistant Manager / Manager	Associate Director / Director
5	Product Management	Product Executive	Assistant Manager / Manager	Associate Director / Director
6	Advertising – Account Servicing	Account Executive	Assistant Manager / Manager	Associate Director / Director
7	Advertising – Creative	Copywriter	Assistant Manager / Manager	Associate Director / Director
8	Advertising (Digital) – Account Servicing	Digital Account Executive	Assistant Manager / Manager	Associate Director / Director
9	Marketing Research	Market Research Analyst	Assistant Manager / Manager	Associate Director / Director
10	Marketing Research (Digital)	Digital Market Research Analyst	Assistant Manager / Manager	Associate Director / Director
11	Design	Designer	Assistant Manager / Manager	Associate Director / Director
12	Interactive/UX Design	Interactive/UX Designer	Assistant Manager / Manager	Associate Director / Director
13	In-house Trade Marketing (Key Account Sales) (B2B)	Trade Marketing Executive	Assistant Manager/ Manager	Associate Director / Director
14	Sales (B2C)	Sales Executive	Assistant Manager / Manager	Associate Director / Director
15	Marketing Training Consultant / Trainer	Assistant Training Consultant / Training Consultant	Senior Training Consultant	Principal Training Consultant
16	Marketing Consultant	Market Analyst	Consulting Manager / Project Manager	Principal Consultant / Managing Consultant
17	Marketing Academics (Research Path)	Research Assistant / Senior Research Assistant	Assistant Research Professor	Associate Research Professor / Research Professor
18	Marketing Academics (Teaching Path)	Assistant Lecturer / Lecturer	Senior Lecturer	Principal Lecturer
			Assistant Professor	Associate Professor / Professor

The Marketing Career Vacancies



Total approx. 6,000+ jobs (Ctgoodjobs.hk & major jobsites) March 2015

Approx. Yrs of
relevant experience:

1-3

4-8

Over

10

Entry
Level

Mid
Level

Senior
Level

	Path	Entry-level Posts	Monthly Median HK\$	Monthly Median HK\$	Monthly Median HK\$
1	In-house Brand/Marketing Management	Marketing Executive	14,000	35,000	70,000
2	In-house – Digital Marketing	Digital Marketing Executive	16,000	40,000	80,000
3	Public Relations / Corporate Communications (PR/Corp comm.)	PR/ Corp. Comm. Executive	16,000	40,000	60,000
4	Retail Marketing / Management	Retail Marketing Executive	14,000	30,000	50,000
5	Product Management	Product Executive	15,000	35,000	55,000

			Entry Level	Mid Level	Senior Level
	Path	Entry-level Posts	*Monthly HK\$	Monthly HK\$	Monthly HK\$
6	Advertising – Account Servicing	Account Executive	15,000	35,000	55,000
7	Advertising (Digital) – Account Servicing	Digital Account Executive	17,000	35,000	65,000
8	Advertising– Creative	Copywriter	14,000	35,000	50,000
9	Marketing Research	Market Research Analyst	16,000	30,000	70,000
10	Marketing Research (Digital)	Digital Market Research Analyst	16,000	47,000	72,000
11	Design	Designer	12,000	30,000	55,000
12	Interactive/UX Design	Interactive/UX Designer	14,000	30,000	60,000