

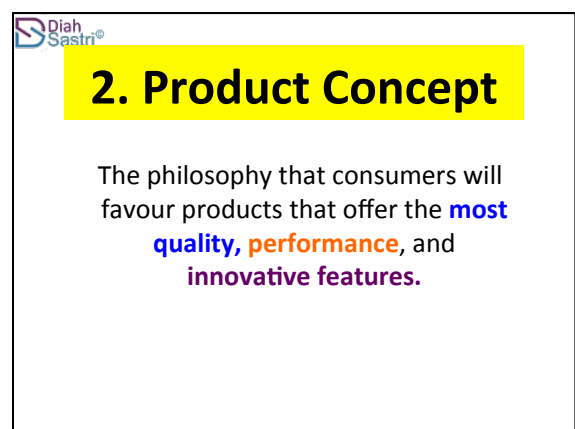
**Gigi menjadi lebih putih dalam seminggu!**

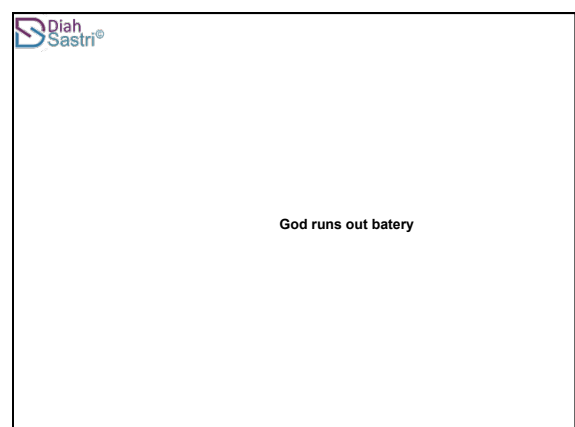
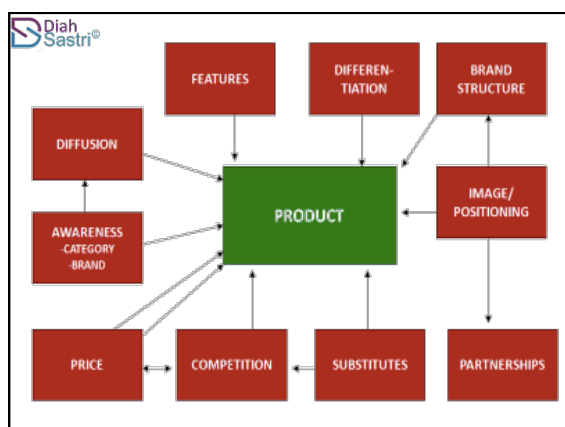
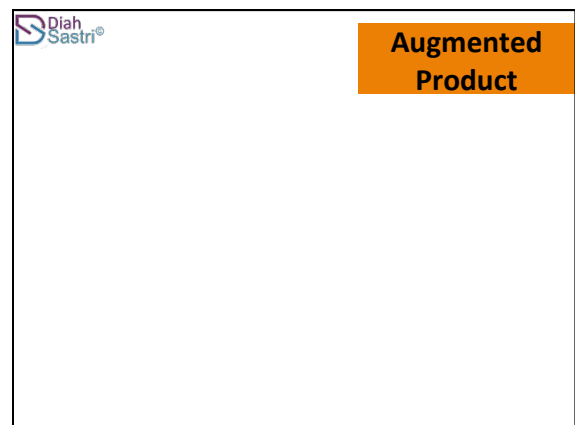
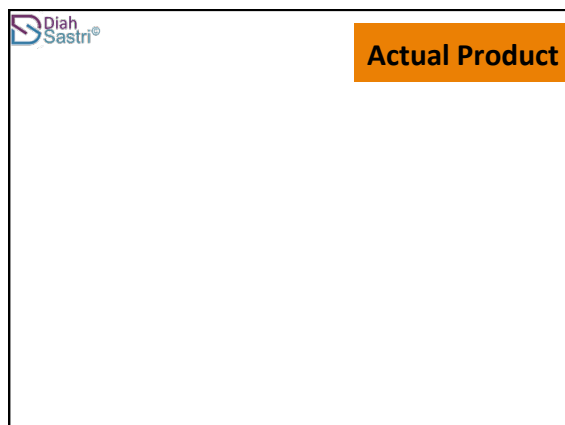
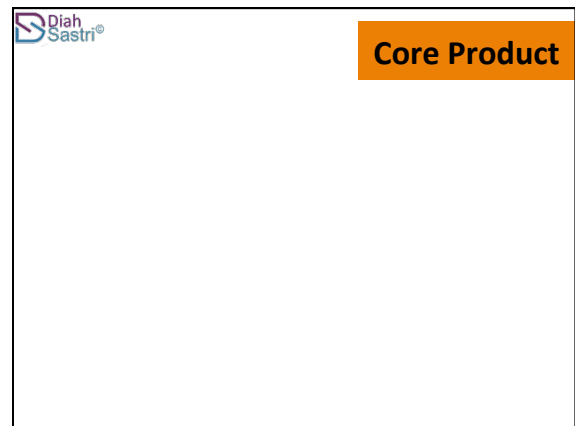
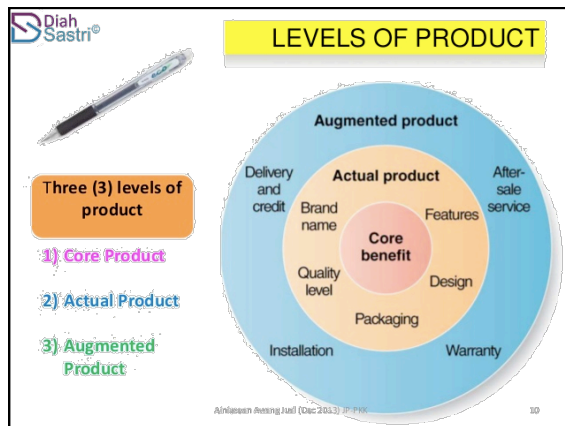
Bagaimanakah caranya? Itu tidak sukar, kalau mulai sekarang diuja memakai Pepsodent untuk menggosok gigi. Karena hanjalah Pepsodent yang mengandung Irium, jaitu suatu bahan mudjarab yang dapat mentegah rusaknya gigi. Akan terbukti bahwa semua selaput yang melekat pada gigi akan hilang lenyap seperti embun kena sinar matahari. Sesungguhnya, gigi akan tampak lebih putih dalam waktu 7 hari!

*Pepsodent mempunyai rasa permen yg lunak dan nyaman!*

Pepsodent dengan Irium menjadikan gigi istimewa putih.

Pepsodent kwalitetnya terjamin. Karena Pepsodent terpelihara dalam tube aluminium.





### 3. Selling Concept / Sales Orientation Stage

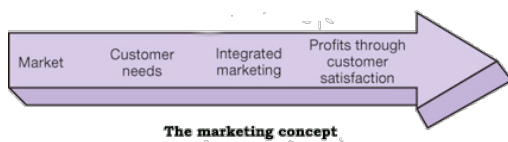
The idea that consumers will not buy enough of the organization's products unless the organization undertakes a **large – scale selling** and **promotion effort**.



Plaza budget hotel

### 4. Marketing Concept / Market Orientation Stage

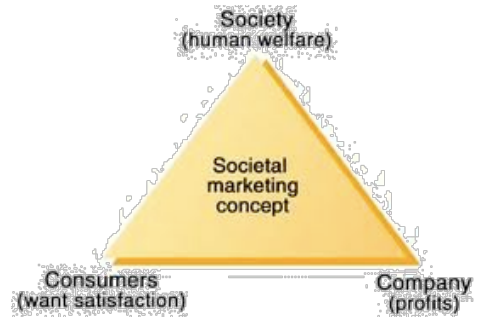
The marketing management philosophy that holds that achieving organizational goals depends on determining the **needs and wants** of target markets and delivering the desired **satisfactions** more **effectively and efficiently** than competitors do.



iphone

## 5. Service Dominant Logic / Societal Marketing Concept

The idea that the organization should determine the needs, wants, and interests of target markets and deliver the desired satisfactions more effectively and efficiently than competitors in a way that **maintains** or **improves** the **consumer's and society's well-being**.



Body shop


## MARKETING MANAGEMENT PHILOSOPHIES

Orientation	Key Ideas
Production and product	Focus on efficiency of internal operations – if we make it, they will buy it
Sales	Focus on aggressive sales techniques and believe that high sales result in high profits
Market	Focus on satisfying customer needs and wants while meeting objectives - if they will buy it, we will make it
Societal	Focus on satisfying customer needs and wants while enhancing individual and societal well-being. I.e.-mfg using recyclables




## Case Study



 **Group discussion**

- In group of three
- Answer the following questions:
  - In which stage do you think these short video at?
  - List 5 USP your video
  - What can we improve from the video?
  - Which has better message to promote a destination? Why?



 **egypt**

 **MALAYSIA land of festival**

 **I HATE THAILAND!**