

## **MARKETING DEVELOPMENT**

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- The **goal** of Marketing development is to increase consumer satisfaction and in the process increase firm or industry profits.

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## **THE MARKETING MIX**

- It is believed to involve the use of elements, factors or activities so that market can thrive and conducive for all the participants. It ensures cost effectiveness and centers on the products as well as the consumers towards effective management of the market. It is generally accepted as the use and specification of the four P's: Products, Price, Promotion and Place.
- The concept of marketing mix was popularized by Neil Borden (1948) and McCarthy Jerone (1960) uses a useful mnemonic: "THE FOUR Ps" to denote the four elements of the mix + p. McCarthy however omitted one of the critical keys i.e the people and the doer, process and physical evidence (extended marketing mix). Discuss favourable & unfavourable factors.
- Discuss the various Marketing Mix for Fish & fish Products:
  - Place Mix: Channel of Distribution.
  - Price Mix: Price & pricing.
  - Promotion Mix: Advertising, Personal selling,

Below-line programme, Public relations, Sales promotion, Publicity, Product differentiation and branding packaging.

- Product Mix: Consumer & Industrial Products.
- Process Mix: System for efficient services.
- People: Use appropriate staff & people.
- Physical evidence: Service mix.

#### ASSIGNMENTS

- Market structure for fish: problems and prospect for rural development in Nigeria. Discuss.
- Enumerate the relationship between fish marketing and production.
- The essence of business is marketing, Discuss.
- Marketing add value or utility to a fish and fish products. Explain.
- Middlemen make life difficult for the consumers? Explain this statement, give reasons and examples to support your answers.
- Explain the relationship between longer distribution channel and fish price.
- Explain with diagrams, the channel of distribution of smoked fish in your state/country.