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GLOBAL INNOVATIVE LEADERSHIP MODULE



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MARKETING AND ENTREPRENEURSHIP



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WHAT IS MARKETING?

Marketing deals essentially with identifying and meeting human and social needs.

It's a societal process, by which not only individuals as well as groups obtain what they need and want, by creating, offering and exchanging products/services of value with others.



THE MARKET

Market can be seen as the wide variety of consumer groups. We can distinguish several types of market: Consumer Markets; Business Markets; Global Markets; Non-profit and Governmental Markets; etc.



THE DEMAND

Demand is the state of desirability of a product; in other words, is the total of what everybody in the market wants. The more a product is wanted, the more demand it has.



MARKETING PLANNING

Marketing planning is a 5-step process to make a product more desirable :

- Analysing marketing opportunities;
- Selecting target markets;
- Designing marketing strategies;
- Developing market programs;
- Execution or managing the marketing effort.



WHAT IS ENTREPRENEURIAL MARKETING?

Entrepreneurial marketing is the effort to conciliate the hard demands of entrepreneurial management with the strategic advantages of market analysis, planning tools and know-how.

Entrepreneurial marketing gives businesses more flexibility



WHAT IS DIGITAL MARKETING?

“Digital marketing” is the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products, and services that satisfy the goals of both parties.



DIGITAL MARKETING'S HAS FOUR MAIN ELEMENTS

- Search engine optimization;
- Pay per click;
- Social media marketing;
- Content marketing.



SEARCH ENGINE OPTIMIZATION (SEO)

Process of getting traffic from the “free,”
“organic,” “editorial” or “natural” listings on search
engines.



PAY PER CLICK (PPC)

Pay per click is used on a wide range of websites, including search engines, where the advertiser only pays if a web user clicks on their ad.

Advertisers place bids on keywords that they think their target audience would type in a search field in search of specific goods or services.



SOCIAL MEDIA MARKETING

Social media marketing uses social media as a marketing support; it empathises the roll of Social media as a medium, and the medium is only a vehicle that amplifies social behaviour.



CONTENT MARKETING

Content marketing creates media content with the intention of changing or enhancing consumer behaviour and it focuses on owning media, not renting it.

Basically, one can say that content marketing is what you get when you develop SEO and Social Media driven content.



PERSONAL MARKETING

Personal marketing is an individual strategy used to develop contacts and relationships, both on a personal and professional level.



PERSONAL BRANDING

Personal branding is a process by which a person and its career are treated as a brand; the concept states that success comes from auto-promoting one's personal skills.



DIFFERENT MIND-SETS

Self-branding requires a mind-set in which each one is responsible for its own job security, as opposed to the employee mind-set.



BRANDING AND PLANNING

Self-branding involves careful planning, about your current position and possible opportunities and also defining your target-market.



BRANDING STRATEGIES

Strategies have to be integrated into brand building to attain a predefined desired result.

COMMUNICATING YOURSELF

To communicate yourself you have to use visual, verbal and non-verbal processes to underline your values.



DEVELOPING RELATIONS

Networking is a way of developing relations that plays an important part in the self-branding process, by shaping an emotional bond with others, in the form of empathy.





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NETWORKING

There are several kinds of networks and they can be developed in virtually any situation. Networks are created on the ground of reciprocity and through personal efforts.

NETWORKING HELPS YOUR BUSINESS!

Take care of your contacts and they will take care of it!





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THANKS FOR YOUR ATTENTION



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