

Inaugural Lecture Series 104

MARKETING AND SUCCESSFUL LIVING

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INTRODUCTION

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INTRODUCTION

For the purposes of this lecture, nine questions shall be asked and answered.

Each of the questions is as follows:

1. What is Marketing?
2. What is Successful Living?
3. **What is the bridge between Marketing and Successful Living?**
4. What are the various philosophies or concepts of Marketing Management?
5. What philosophy or concept is the most positively related to successful living?
6. What have some organisations which really understand the role of marketing in successful living done?
7. What contributions has the lecturer, singly or in conjunction with others, made in the application of marketing to successful living?
8. What implications do all these have for you (or me) as a housewife, a husband, a clergy man, an *Alfa*; an Imam, a seeker in the traditional shrines or ashrams, a teacher, a dramatist, a farmer, a medical practitioner, a nurse, a producer, an exporter/importer, a lawyer, an accountant, a surveyor, an architect, a spinster, a bachelor, a member of the armed forces, a politician, a government, a school, a church, a University, managers of a bookshop, the post office, newspapers and magazines, sanitation and water departments, parks and recreation departments, museums, whatever we may be?
9. What major inadequacy exists in this lecture?

QUESTION 1: WHAT IS MARKETING?

Marketing means different things to different people. The variations in meaning stem from differences in viewpoint, not from differences in the activity itself. Some observers view marketing broadly. Others view it narrowly. Definitions of marketing reflect these differing viewpoints.

Some individuals, recognising the many varied viewpoints that can be taken of marketing, prefer not to attempt to define it. In one textbook, this reluctance to define the term is expressed as follows:

This book **does not offer a former definition of its own**. The authors believe that a formal definition of so amorphous a field

is in a sense too limiting and far less useful for students than the establishment of a gunwire feel or the breadth and animation of the areas covered . . . (McNair *et al*, 1951).

Other authors including Alexander (1960), Cox *et al*, (1965); Duddy and Revzan (1983), Vaile *et al* (1952), Alderson (1957), Mazur (1947), Clark (1960), McCathy, (1964); Stanton (1964), Ule, (1958), McNair *et al* (1951) and the marketing staff staff of Ohio State University, (1965) have described it as a business activity; as a group of related business activities, as a trade phenomenon, as a frame of mind; as a coordinative, integrative function in policy making, as a sense of business purpose; as an economic process; as a structure of institutions; as the process of exchanging or transferring ownership of products; as the creation of time, place and possession utilities; as a process of demand and supply adjustment; as the income producing side of business; as a total system of interacting business activities designed to plan, price, promote and distribute want-satisfying products and services to present and potential customers; as the planning, execution and evaluation of the external factions related to a company's profit objectives, or as many other things. All of these definitions provide useful but partial perspectives on the nature of marketing. The definition which this lecture considers adequate is as follows:

Marketing is human activity directed at satisfying needs and wants through exchange processes while also aspiring to achieve the marketer's objectives.

With this definition, there will be synonymy of these words: "marketing", "business", "project".

The definition we have proposed necessitates our understanding the terms: 'needs', 'wants', 'intentions', 'demand', 'product', 'exchange process' and 'market'; each of which we now discuss.

(a) **Human Needs**

Mankind needs food, air, water, clothing and shelter to survive. Beyond these, people have a strong desire for esteem, belongingness, recreation, education and other services. A need is a state of felt deprivation of some generic satisfaction that arises from the human condition. Needs are not created by

human societies or by marketers. They are inherent in human conditions, physiologically and biologically.

(b) **Human Wants**

Wants are desires for specific satisfiers of the ultimate needs e.g. a person needs food, and may want *two* or *ryan* i.e. a means of satisfying the need (satisfier). A person needs clothing, and wants a suit, or *jakad* material complete. A person needs esteem, and may want a Cadillac or Mercedes Benz car. While peoples' needs are few, their wants are many. Human wants are continually shaped and re-shaped by social forces and institutions.

(c) **Intentions**

Intentions are decisions to acquire specific satisfiers under the given terms and conditions. Many people want Peugeot 504 saloon car but only a few intend to buy one at today's price.

(d) **Demand**

This comprises the wants backed up by purchasing power.

These distinctions should counteract the frequent charge by marketing critics that marketers create needs; or that marketers get people to buy things that they do not need. Marketers do not create needs, these needs pre-exist marketers. Marketers only influence wants and intention to buy by making the product attractive, affordable and easily available.

(e) **Product**

A product is something that is viewed as capable of satisfying a need or want (i.e. a satisfier). It can be an object, service, person, place, organisation or idea. Words which are synonymous with products are 'resource', offer', 'goods', 'commodity' or 'satisfier' This clarification is necessary because, a lot of times, many people have been carried away with the physical object itself without thinking of its services.

Please note that people do not buy physical objects for the object's sake. A tube of lipstick or beads (*ileke*) is bought to supply a service, that is helping the person to look better. Why we really buy

products is because of the needs they will satisfy. The seller who becomes enamoured of the physical features has a case of marketing myopia. People do not remain loyal to horses and carriages when the modern automobile meets their needs better.

(f) **Exchange**

Exchange is one of the four ways in which a person can obtain a product. The other options are self production, coercion, and supplication. We do not count these other options as marketing, as no resources are offered in exchange.

This is why exchange is described as a value creating process; indicating that exchange normally leaves or should leave both parties with a sense of having gained something of value.

The concept of exchange leads naturally to the concept of a market, discussed as follows.

(g) **Market**

A market is a set of all actual and potential buyers and sellers of a product. Wherever there is a potential for trade, there is a market. We thus see that marketing means working with markets which in turn means attempting to actualise potential exchanges for the purpose of satisfying human needs and wants.

QUESTION 2: WHAT IS SUCCESSFUL LIVING?

Successful living can be defined as a life that radiates success. Success itself is very difficult to define as what is success to one individual may not be considered success by another. An individual who makes one billion naira within five years without working honestly for it may regard himself as successful. To us, that is not success. A man who commits murder, directly or indirectly, to achieve whatever goal he has set for himself, to us, is not successful. In other words, though the achievement of whatever goal an individual has set for himself is a necessary condition for success, an achievement has to be subject to the crucible of morality and integrity before it can meet our concept of success. Therefore, one can accept as successful, any party who achieves his/her goal honestly and without doing any serious injury to any other party including the environment. With this explanations, one would regard as successful an individual who obtains favour in the sight of God, who experiences happiness, peace and stability in his home and

home and place of work, who attains self actualization, who reaches a great proportion of the goal he has set for himself; and is still happy and grateful to God for the proportion that eludes him. The features of success can therefore be anything; solo, or in combination, depending on the organisation. Included can be enhancement of life's quality, consumer satisfaction, employee satisfaction, profitability, stability, reaching a particular target or terms of reference. equitable distribution of wealth, cost effectiveness, progressiveness, operational efficiency, pricing efficiency, return on investment, yield per share, earnings per share, capital build up, favourable cashflow position, favourable ratio analysis outcome, ethical consideration, harmony and cohesiveness among staff, a sense of belonging of employees in the business, good husband, good wife or wives, good quantity of quality children, good decent house, personal transport facility, ability to meet challenges as they come, and to take responsibility for the actions taken, as well as self reliant sustainability of the unit.

QUESTION 3: WHAT IS THE BRIDGE BETWEEN MARKETING AND SUCCESSFUL LIVING?

The bridge between marketing on one hand and successful living on the other is *Marketing Management* which is the analysis, planning, implementation and control of programmes desired to create, build, and maintain mutually beneficial exchanges and relationships with target markets for the purpose of achieving the objectives of the marketer. Having understood what marketing and successful living are, and that the bridge between the two is marketing management, the extent to which one will really achieve one's goal will depend on the extent to which one really understands marketing management philosophies, and which of the philosophies one decides to adopt. This aspect naturally leads us to the consideration of Question 4.

QUESTION 4: WHAT ARE THE VARIOUS PHILOSOPHIES OR CONCEPTS OF MARKETING MANAGEMENT?

Five marketing management philosophies or concepts have been commonly expressed. These are:

- * The Production concept
- * The Product Concept
- * The Selling concept
- * The Marketing concept; and
- * The Societal marketing concept

Let us discuss each of these philosophies briefly.

The Production Concept

The production concept assumes that consumers will favour those products which are available and affordable; and that therefore the major task of management is to pursue improved production and distribution efficiency.

The production concept will be appropriate in two types of situations. The first is where the demand for a product exceeds supply. The second is where the production cost is high and has to be brought down to expand the market. Examples in which the production concept has featured include the digital watches, electronic calculators, mass transportation organisations, and activities of nonprofit organisations including government agencies.

While this type of management results in the handling of any cases per unit time, it is open to the charge of impersonality and consumer insensitivity.

The Product Concept

The product concept assumes that consumers will favour those products that offer the most quality for the price; and therefore the organisation should devote its energy to improving product quality.

The best known example of the product concept is the manufacturer who built a better mousetrap, whereas the market did not want any mousetrap anymore (The President's Forum, 1962).

Non-profit organisations also frequently exhibit a product orientation. Universities and Colleges assume that school leavers and other aspirants will continue to want their product; churches, police departments, the post office, and some governments especially in late developing countries (LDCs) feel that they are offering the public the right product and that the public should be grateful, and should want them to continue to be not only in government but also in power. This concentration on the purity and immutability of the product eventually gets these organizations into deep trouble, as many are finding out. These organizations, too often, are looking in the mirror when they should be looking out of the window.

The Selling Concept (Also Called the Sales Concept)

The selling concept assumes that consumers will either not buy or not buy enough of the organisation's products unless the

organisation makes a substantial effort to stimulate their interest in its products.

Those practising the selling concept typically assume their goods are "sold, not bought". For example, Insurance agents hold that people do not feel a strong need for insurance. Therefore it is necessary to aggressively search out potential customers and sell them on benefits of insurance.

Non-profit organisations that have adopted the selling concept include political parties seeking votes for their candidates. A political party, having chosen a candidate on whatever grounds, starts vigorously selling the candidate to the voters as a fantastic person for the job. The candidate and his or her supporters throng through voting precinct early morning to late evening, shaking hands, kissing babies, meeting power brokers, making breezy speeches, greasing palms with money. Huge amount of money is spent on radio and television advertising, posters and mailings. Any flaw in the candidate is shielded from the public because the aim is to get the sale, not worry about post purchase satisfaction. After the election, the new official continues to take a sales-oriented view toward wants, and a lot of selling to get the public to accept policies that the politician or party wants.

Obviously, there are great risks in practising the selling concept especially in its hard-driving form where customer satisfaction is considered secondary to getting the sale. This practice will spoil the market for the seller, in that eventually, there will be no customer who trusts him.

The Marketing Concept

The marketing concept is a more recent idea in the history of exchange activities.

It holds that the key task of the organisation is to determine the needs and wants of target markets and to adapt the organisation to delivering the desired satisfactions more effectively and efficiently than its competitors.

In short, the marketing concept says "find wants and fill them" rather than "create products and sell them". The selling concept and the marketing concept are frequently confused by people. Levitt draws the following contrast between these two orientations.

Selling is pre-occupied with the seller's need to convert his product into cash; marketing with the idea of satisfying the

(c) **Establishment of Projects.**

These are discussed as follows:

Researches

Researches have been made with respect to policy, administration, organisation, structure, conduct, performance and problems in the areas of marketing of agricultural products (especially rice, beans, maize, fish, livestock, beef, cowpeas, snail, cassava, palm-oil, orange, plantains, cocoa, rubber, cow-horn, canes, rabbits, bones, gari, tomatoes, yam). Other areas are marketing of processed and industrial products, financial services, petroleum products, insurance products, pharmaceutical drugs (oral rehydration salts especially), books, transportation services, new technology and development.

Some Findings from the Researches

Though each of the above named areas has features unique to it, eight marketing problems have been identified through the researches. These were the problems of conversional marketing, stimulative marketing, developmental marketing, remarketing, synchro-marketing, maintenance marketing, demarketing and counter-marketing.

Conversional marketing problem arises when all or most of the important segments of the potential market dislike a product and may even pay a price to avoid it. A government sponsored piggery project established in Ajassepo (Kwara State) some eight years ago was analysed to have failed because most of the people in that location were moslems whose religion forbids pork consumption (Olufokunbi and Afolayan, 1985).

Stimulative marketing problem arises when there is no demand for a product. Instead of positive or negative feelings towards the offer, all or important segments of the market are indifferent.

This has been found in the marketing of bones and saw dust, in the use of local technology for livestock production (Adumosun and Olufokunbi, 1988); in the breeding of a highly disease resistant - and high yielding variety of maize; (Olufokunbi, Osuntogun and Aderibigbe, 1981), in an innovation for treating rinderpest (Olufokunbi and Makinde, 1993), and in a fungicide for treating cacao (Olufokunbi and Oshikanlu, 1984; Olufokunbi & Odekunbi, 1990).

Developmental marketing problem arises when a substantial number of people share a strong need for something that does not exist

in the form of an actual product. Examples of this had been found in many farmers wanting to use insecticides that will not have any disastrous residue effect (*Ibid.*); consumers wanting tomatoes that have thick skin and that are not bruised; (Olufokunbi, Akinboro and Fabayo, 1982); rice that does not go easily mouldy and that has a longer shelf-life (Olufokunbi and Danyan, 1984; Olufokunbi and Banwo, 1990), gari that can be compounded with soya beans (Olufokunbi and Orise, 1983), and meat that is tough (Ojofeitimi and Olufokunbi, 1985).

Remarketing problem arises when the demand for a product is less than it used to be, and where further decline is expected in the absence of remedial efforts to review the target market, offer and/or marketing efforts. This is what research has revealed for the pando-yam industry case in Nigeria.

Synchro-marketing problem arises when the current timing pattern of demand is marked by seasonal or volatile fluctuations that depart from the timing pattern of supply. This problem has been found in the marketing of yam in Ondo State of Nigeria (Olufokunbi and Afolayan, 1983); and the marketing of rice in various parts of Nigeria (Olufokunbi and Offor, 1984; Olufokunbi and Olalemi, 1984; Olufokunbi and Daniyan, 1984; Olufokunbi and Utomakili, 1982; Olufokunbi and Ndibe, 1983; Welsch, 1964; Olufokunbi and Ogunniran, 1984).

Maintenance marketing problem arises when the current level and timing of demand is equal to the desired level and timing of demand. Many organisations realise only late, that this situation does not mean that marketing should not continue to be done. They instead rest on their laurels and do perfunctory marketing. Our analysis, twelve years ago, of the success of the poultry business and the subsequent gloomy turn out because of the dynamics of the market, warranted our advising on the strategies of demand maintenance in such situations (Olufokunbi, 1985).

Demarketing problem arises when demand exceeds the level at which the marketer feels able or motivated to supply the product. The problem may be due to temporary shortage as in the recent supply of money in banks and financing houses, in non-availability of groundnut cake, brewsters yeast and wheat offals in the mixing of livestock feed (Olufokunbi, 1984; Osuntogun and Olufokunbi, 1984) and in the lack of essential inputs such as seeds, herbicides, fertilisers and fungicides (Olufokunbi, Osuntogun and Aderibigbe, 1981; Olufokunbi and Oshikanlu, 1984; Akinsipe and Olufokunbi, forthcoming).

Counter-marketing problem arises when demand is judged unwholesome from the viewpoint of the customer's welfare, the public welfare or the suppliers' welfare. Cases were found in authorities, several times, preventing a group of people from consuming some meat that has been found unwholesome (Olufokunbi, 1983), in directives that no milk or beverage should be consumed after a particular date; (Ojofeitimi and Olufokunbi, 1985); and that a particular level of insecticide application should not be exceeded.

Other marketing problems that have been found through the researches of the lecturer and collaborating partners and which have become classified into a subset of either the causes or effects of the eight marketing problems discussed above include instability and seasonality of prices, (Olufokunbi and Ankrah, 1981), the desirability or otherwise of input subsidies (Olufokunbi and Titilola, 1993a), bad transportation system, (Oni and Olufokunbi, 1986), lack of good marketing intelligence mechanism, (Olufokunbi and Williams, 1986; Ojofeitimi and Olufokunbi, 1985), bad debt loss, scarcity of establishment and working capital (Osuntogun, Olufokunbi and Mijindadi, 1981a,b), lack of adequate storage facilities (Olufokunbi and Fabiyi, 1987; Olufokunbi and Olufokunbi, 1993) lack of appropriate levels and combination of resources (Olufokunbi and Osuntogun, 1992; Tofa and Olufokunbi, 1991); and sustainability of agricultural & development projects (Olufokunbi & Titilola, 1993b).

From these findings have emanated recommendations addressed to various groups and organisations namely the government, financial institutions, farmers, marketers, and cooperatives, pharmaceutical companies, transport operators, petroleum product marketers, universities, associations, clubs, and consumers.

Some Recommendations from the Researches

Recommendations to the Government have included coordination of credit policy with other measures (usage of the package approach), encouragement of research into the various sectors of the economy, and an inspiration towards consistency in government policy. Efforts that probably arose from our past recommendations include the establishment of the data bank, of NALDA - the Nigerian Agricultural Land Development Agency, of the ADPs - Agricultural Development Projects, and the indigenisation and privatisation decrees. Included are the enhancement of the activities of the NACB - Nigerian Agricultural and Cooperative Bank, States' credit corporations, the Community Bank

System, the People's Bank, the use of local government councils as a pivot of development, and the Agricultural Credit Guarantee Scheme Fund. Others, yet to be addressed, include the special development grant to Universities and Research Institutes, the bridging of rural urban incomes, (Fabiyyi, Osuntogun, Adesimi, and Olufokunbi, 1989), more effort on food security, and non-oil export promotion strategies.

Recommendations to financial institutions, which have been adopted, to varying degrees, include a better evaluation of projects, the supervision and monitoring of loans, the timely release of loans, further staff training, opening to customers on Saturdays, operations of the agricultural insurance schemes, and an increase in branch network. Others that are yet to be acted upon include the variation of opening time and period to synchronise with clients' activities and environment, the writing of instructions in the major languages of the country, minimising of delay, and treating of *all customers* as king.

Recommendations to farmers and marketers have focused on the establishment of production and marketing cooperatives, seeking advice from Universities, Institutes and other agriculture experts; and making their problems known to associations and clubs under some united fronts. Agricultural marketers especially have been advised to familiarise themselves with the characteristics of their products so that they can use appropriate techniques for sorting, cleaning, grading and standardisation purposes, to increase their marketed volume; pool their resources together for storage and transportation; and to adopt the use of standard measures. Other marketing organisations (Pharmacy, Books, Vehicle etc.) have been advised on how to use cost reduction strategies, how to take advantage of bulk purchasing and transportation, and, in the case of pharmaceutical marketers, how to train their customers in simple preparation and administration of the mixtures (Sanya and Olufokunbi, 1993).

Universities and Institutes have been advised to form storage agencies for all research findings, and to make their research relevant to the country's level of development and the country's environment. Challenges thrown to them have included bridging of Town, Village, Government and Gown through appropriate applied research and advice.

In the marketing of petroleum products, recommendations made have included the establishment of more refineries and storage facilities, the construction of more pipelines, enhanced monitoring of the products' distribution, and the abatement of an idea to increase

petroleum products' prices.

Recommendations to Associations and Clubs have centred around funding of seminars, workshops, promotion of technology, and acting as pressure groups on government for the welfare of people in the various sectors of the economy.

Recommendations to consumers have focused on their patronage of Nigerian-made commodities; and forming consumer groups. They should avoid self medication. They should also avail themselves of education on food, drugs, food values, prices, and simple processing and preservation techniques of foodstuff.

Practical Real Life Utilisation of Theories, Teachings and Thoughts

Some activities in which the lecturer had practically utilised the various theories that he had either learned or postulated, his teachings and thoughts include the following:

(i) *The International Bank for West Africa (IBWA) Assignment*

The lecturer had the privilege of developing the Agricultural Finance Department of the IBWA (now AFRIBANK), through which some needs of farmers, marketers and the bank were met.

(ii) *The Coopers and Lybrand Associates Assignment*

At Coopers and Lybrand Ltd., an international firm of Chartered Accountants and Management Consultants, the lecturer conducted feasibility studies, paid physical visits and follow ups, advising project managers and their staff on how to execute successful management.

(iii) *At General Oil Ltd.*

The Lecturer as special Adviser to the President of General Oil, one of the largest indigenous petroleum products marketers, contributed in terms of company policies and performance evaluation.

(iv) *At General Lines Ltd.*

The lecturer as General Manager of this shipping company, contributed in terms of implementing international trade policies, and facilitating agricultural and other non-oil exports, and successful management of money, machines, men, materials and information.

(v) *Workshop for various types of Organisations*

The lecturer had given workshops for executives of some

organisations among which had been the Agricultural Rural and Management Training Institute (ARMTI), FACU, National Centre for Management and Administration (NCEMA), Financial Institutions Training Centre (FITC); Nigerian Chartered Institute of Bankers (NCIB), the Chambers of Commerce and Industry, Lagos State; Savannah Bank Ltd., and the Nigerian Airport Authorities.

(vi) *Consultancy Execution*

The lecturer has executed consultancy assignments for government and privately owned organisations.

(vii) *Board member Agric. Credit Corporation of Oyo State*

In this assignment, the lecturer helped in getting timely credit to farmers and assuring that the loans were well utilised and paid.

(viii) *Other Board Membership*

The lecturer has been so much favoured by God that he had found himself as a member of Boards whose activities touch human lives and economic activities of Nigeria.

(ix) *The Adeola Odutola (Ogbeni-Oja) Chair of Business Administration, University of Lagos*

This assignment has given and continues to give the lecturer immense opportunities of relating with various businesses, researching into their problems and giving them advice that would make their lives more successful. Since the assumption of the appointment for about a year now, not less than twelve business organisations have been positively influenced in varying degrees.

Personalities whom God has used in giving the lecturer one or more of the above named utilisation opportunities include Prince Oladele Olashore, one time Managing Director (MD) IBWA Ltd., Dr. Olayinka Sonaike, Director, Coopers and Lybrand Associates, Mr. Olatunde Akanni Fajimolu, President, General Oil Ltd., and General Lines Ltd., Brigadier Sasaenia Oresanya, one time Military Governor of the then Oyo State of Nigeria, Mr. Chris Edordu, then Deputy Director, Agric. Finance Department, the Central Bank of Nigeria, now MD, Nigerian Export Import Bank Ltd. (NEXIM Bank), Prof. Caleb Adeniyi Osuntogun, the 6th Vice Chancellor, Obafemi Awolowo University, now MD/Chief Executive, Foundation for Environmental Development and Education in Nigeria, FEDEN), Prof. M.B. Ajakaiye, MD, Nigerian Agricultural and

Cooperative Bank Ltd. (NACB), Dr. Ayinde Orafidiya, Director, NACB, Mr. Alaba Ajayi-Obe; Assistant General Manager, NACB, Prof. J.A.T. Ojo, one time Dean of Business Administration, University of Lagos, Prof. Nurudeen Alao, Vice Chancellor, University of Lagos; and Chief Adeola Odutola, the Ogbeni-Oja of Ijebu Ode. May these lives continue to enjoy successful living

Establishment of Projects

Some projects that have been established to meet unfulfilled needs include the following: the Ile-Ife Palmoil Marketing project, the Snail Production/Marketing project, (Olufokunbi, Phillips, Omidiji, Ogbona, Makinde, and Apanisile, 1988), the IDM Study, Solution Finance project and the Obafemi Awolowo University Community Bank project.

QUESTION 8: WHAT IMPLICATIONS SHOULD ALL THESE HAVE FOR YOU NO MATTER WHO YOU ARE?

No matter who you are and the organisation classification in which you are operating, be it economic, service, transfer and regulation, first of all, you should become an MP - a Marketing Practitioner. If by this lecture, I am able to make you an MP, I would have been successful. An MP adopts either the marketing or societal marketing concept; and for action, uses the marketing mix approach which involves the individual seeing himself as a manager who, after understanding the marketing ingredients and the forces that bear on them, should then think and act as a "Mixer of ingredients", "a decider", "an artist" who, sometimes, in order to achieve his objectives, follows a recipe, prepared by others, sometimes prepares his own recipe, sometimes adapts a recipe to the ingredients immediately available, and sometimes experiments with or invents ingredients no one else has tried. Take the example of a Nigerian wife who wants to satisfy her husband with respect to feeding. She knows that her husband likes pounded yam, or *tuwo*, or *fufu*, or *ikokore* each with pepper, lobster and palm oil. The wife will have to choose each of the ingredients to use in the right amount, and provide the service at the right quality, time and place. While doing these, she may have to contend with some forces including the family income or availability (or lack) of some most preferred raw materials (foodstuff), for making the food. These notwithstanding, the wife still attains her goal.

The opposite will however feature for someone who is not an

MP. Sellers of pork who locate their markets near mosques are not MPs.

As can now be inferred from this lecture: Marketing is life; it cannot but be. One's relationship with oneself is marketing. One's relationship with one's God is marketing; religious activities are marketing; husband-wife relationship is marketing. Anything one can think of which involves relationship is marketing. The whole of life is a market - a big market. If the whole of life is a market, the tool that one needs to be successful therein is to be an MP - no matter who you are.

If being an MP could so result in successful living as so far portrayed, what a bliss man would have if he could relate as an MP with his God.

Now, the implications would have so much marketed itself that by now you would have made up your mind to be an MP: Who does not want to have successful living!

We should not forget however that we had earlier mentioned that an MP should know, understand and utilise the marketing ingredients and the forces that bear on them.

These are as follows:

The Ingredients

The ingredients include the following elements: Product formulation, pricing, branding, channels of distribution, personal selling, advertisement, promotion, packaging, display, servicing, facilitating, physical handling, fact finding and analysis.

The Forces

The forces which can also be called the Marketing Environment can be categorised as follows:

- 01: The Beneficiaries' or consumers' (or Demanders) Environment (or Characteristics).
- 02: The task of Manufacturers'/Producers'/Suppliers' Environment.
- 03: Other Agencies' Environment
- 04: The Political Environment
- 05: The Publics' Environment
- 06: The Demographic Environment
- 07: The Economic Environment
- 08: The Natural Environment
- 09: The Technological Environment

- 10: The Cultural Environment, and
11: The International Environment:

To the extent to which marketing forces could be influenced, marketing forces should be made to encourage those who want to become MPs to be so. One such marketing force that is relevant for this lecture is the University. We are therefore recommending that as an initial market test, some four Universities in Nigeria should be supported to have an institute of Marketing. Undergraduates in their respective catchment areas should be made to attend this for not less than 40 contact credit earning hours. At the institute, in addition to other marketing courses, Hausa, Yoruba, Ibo and French should be taken up to proficiency level by each student. The activities of such an institute should include evening, weekend and sandwich diploma and certificate courses for individuals, companies, religious groups and government personnel. The Federal Government of Nigeria should be the major financier of this institute, which later could attract grants from national and international bodies. Subsequent performance evaluation of this arrangement would determine its expansion and coverage.

QUESTION 9: WHAT MAJOR INADEQUACY EXISTS IN THIS LECTURE?

Though I am an MP, I have committed a blunder in this lecture. Instead of my asking you what you really desire, what you really want to know about Marketing and Successful Living before writing this lecture, I have not done so. I have rather utilised the product concept of marketing 'looking into the mirror, and seeing my own face', rather than my looking out of the window and sensing, serving and satisfying your need. But all is not lost! It can be redeemed. An inaugural lecture is just the beginning, not the end. You can always ask us further questions, and indicate to us what your needs are so that we can serve and satisfy them. 'US' includes for now my colleagues in the profession with whom I discuss marketing often.

And do not worry about time. Apostles of MPs will never die. As by my learning marketing from many of my teachers, marketing, and therefore such teachers have not died, so is it that as long as my marketing students, live and their students, and their students' students live, so will marketing live and continue to live, now and for ever more.

SUMMARY

Mr. Chairman Sir, in treating the title "Marketing and Successful Living", nine questions have been raised and answered.

We have defined Marketing as human activity directed at satisfying needs and wants through exchange processes in a way that the marketer's objectives would be achieved. The achievement we have capsuled "Successful Living".

The bridge between Marketing and Successful living has been submitted as Marketing Management; and how one crosses the bridge will depend on which of the five philosophies of marketing management one decides to embrace. These philosophies are the production concept, the product concept, the selling concept, the adoption of concept, and the societal marketing concept. Of these, the most positively related to successful living, though the ultimate aspiration should be the societal marketing concept. How some profit-oriented and non-profit oriented organisations - which understand the role of marketing in successful living have utilised the knowledge in making their living successful has also been discussed. Some of the contributions of the lecturer, solo or in association, in the application of marketing to successful living in the field of Agriculture agro-allied industries, processed and industrial products, petroleum products, pharmaceutical drugs, financial services, insurance, development, human resources, have also been discussed. The implications from the lecture is that marketing itself is life; and anyone who wants to have successful living should become a Marketing Practitioner (an MP)! To facilitate this, a case has been made for an Institute of Marketing in each of four Universities.

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