



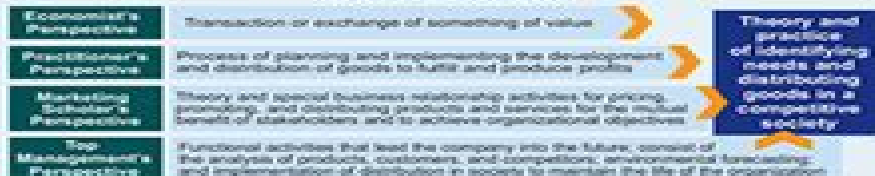
MARKETING



BASIC CONCEPTS

- **Definition of marketing:**
 - All activities directed toward making an exchange intended to satisfy human needs or wants
 - Process of establishing and maintaining mutually beneficial relationships with stakeholders of the company to facilitate exchanges

WHAT IS MARKETING?



- A market is the aggregate of all people or organizations that have a need for, or want, a product or class of products and have the money to pay for them. It is sometimes used to mean a place, real or virtual, where buyers and sellers meet to buy or sell goods.
- The classical marketing concept is a philosophy that guides the attitude of everyone in a firm to stimulate and satisfy the needs and wants of every customer.
- Marketing includes conducting, analyzing, and using market research.
- Marketing efforts span all activities related to delivering a product or service to a consumer. They are composed of product development, design, pricing, distribution, branding, advertising, and public relations.

General Model of Marketing

Foundations → Target markets → Product development strategy → Pricing → Channels and logistics → Integrated communities

THE ROLE OF MARKETING

- Develop internal and external relationships among all employees and stakeholders.
- **Stakeholders:** Anyone who affects or influences an organization's efforts; includes:
 - Customers
 - Employees, subcontractors, and freelancers
 - Suppliers/vendors
 - Stockholders
 - Investors
 - Media
 - Government agencies
 - Communities
- Marketing executives participate at the corporate level in setting direction, at the business level in developing tactics, and at the functional level in developing the marketing component of business strategy.
- **Develop the marketing strategy:**
 - Search for and identify new products and markets (market scope).
 - Select and measure target markets.
 - Design marketing-mix strategies (product, price, distribution, promotion, and relationships).
 - Develop competitive strategies based on the marketing mix.
- **Conduct internal and external research** to solve marketing problems and aid in decision-making.
- **Develop long-term and short-term marketing objectives** and communicate them throughout the organization:
 - Long-term goals: Raise brand awareness and increase customer loyalty.
 - Short-term goals: Increase website traffic and the number of social media followers.
- **Develop and execute marketing plans** with the help of all employees.
- **Establish guides for ethical behavior** in marketing:
 - Advertise and sell safe, healthy products.
 - Compete fairly.
 - Clearly state terms of sale without using misleading language or small print.
 - Develop a convenient process for customers to receive funds on money-back guarantees.

Ethical Values (American Marketing Association Code of Ethics)

- Honesty
- Respect
- Transparency
- Citizenship
- Responsibility

TARGET MARKETS

- These markets must be defined by marketing so that the business may focus on those selected.
- The basic markets are the total market, market segments, and market niches, in decreasing order of size. These apply to:
 - Consumer markets
 - Industrial markets (made up of industrial companies)
 - Commercial markets (consisting of service companies, nonmanufacturing companies, and not-for-profit organizations)
 - Government markets (made up of government agencies)
 - International and global markets
 - Markets segmented for strategic targets

MARKET SEGMENTATION

- Markets may be segmented by strategy and product characteristics, and hence, by characteristics of the buyer.
- A strategy of product differentiation is used in which buyers desire differentiation of form, price, and service.
- The market can be divided into segments in which the buyers in one or more of the segments are pursued.
- Examples of audience segments include differentiation by:
 - **Demographics:** Age, income, geographic location, marital status, and education level
 - **Psychographics:** Attitudes, beliefs, ideals, and values
 - **Lifestyle:** Preferences, activities, and media usage

MARKETING PERSPECTIVES

- Perspectives vary and are based on an organization's goals and objectives, philosophy, and available resources.
- An organization's marketing perspective guides how the company's marketing resources will be implemented. Organizational resources include available time, personnel, and budget/finances.

KEY MARKETING PERSPECTIVES TO GUIDE MARKETERS

- **Global perspective:** Adjusting strategies based on conditions in various countries and to sell in a global market
- **Relationship perspective with stakeholders:** Developing and adjusting strategies to form stronger relationships with each stakeholder group
- **Ethical perspective:** Having all marketing efforts on principles of fairness, honesty, and responsibility
- **Value perspective:** Focusing on consumers' perceived benefits and costs
- **Productivity perspective:** Focusing on increasing productivity
- **Technological perspective:** Recognizing the impact of technology on marketing decisions
- **Ecological perspective:** Focusing on how products improve or solve environmental problems
- **Entrepreneurial perspective:** Using innovative approaches to find opportunities
- **Execution perspective:** Focusing on process
- **Visionary perspective:** Having a willingness to take risks

THE MARKETING ENVIRONMENT

Monitor the present and forecast the future.

- Have a vision of the structure of the environment, including controllable variables (e.g., marketing-mix decisions related to product, price, promotion, and place) and uncontrollable variables (e.g., political/legal conditions and competition).
- Monitor the segments of the environmental structure (e.g., political, legal, economic, competitive, social, cultural, and technological).
- The industry (immediate, operating) environment of marketing includes:
 - Users of products
 - Channels of distribution (market intermediaries)
 - Suppliers of products and services
 - Competitors, trade associations, and unions (externals)
- The macroenvironment of marketing includes:
 - **Economic environment:** GNP, personal disposable income, inflation rates, interest rates, and housing starts
 - **Demographic environment:** Population patterns, size and concentration of groups, ethnic mixes, and birth rates
 - **Technological environment:** Key areas of development (e.g., materials, electronics, telecommunications, robotics, and bioengineered)
 - **Political/legal environment:** Legislation, interpretation and implementation, and political philosophy of government leaders
 - **Culture and subcultures:** Central values and beliefs held by a group or subgroup that are passed down to others within the group
- The microenvironment of marketing includes:
 - **Customers:** Consumers of an organization's goods and services
 - **Suppliers/vendors:** Provide materials used by the organization to produce the product
 - **Competitors:** Organizations selling similar goods or services
 - **The general public:** Members of the general public who might be affected by the organization's decisions and efforts
- **Scanning the environment:** The process of seeking environmental factors that can affect marketing success, including changes in government regulations, population characteristics, social attitudes, and lifestyle trends/preferences
- **Environmental analysis:** The process of evaluating, interpreting, and sharing information with employees

CROSS-CULTURAL MARKETING

- The international market usually consists of many markets distinguished by different needs and cultures.
- Market to various countries and cultures by adapting content based on cultural standards, such as:
 - Norms and customs
 - Hierarchy/structure
 - Leadership/management styles
 - Relationships to authority
 - Manners and etiquette, attitudes, values, and priorities
 - Autonomy and decision-making processes
 - Language (jargon/slang)
- **Potential challenges:**
 - Misunderstanding cultural nuances and subtleties
 - Language barriers
 - Lack of information about audiences/audience segments
 - Lack of market research

Study Guide Marketing

John S. Loucks



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Marketing Briefs: A Revision and Study Guide Sally Dibb, 2012-08-21 Complementing Dibb and Simkin's established reputation in their field, this text presents a punchy overview of the leading 50 themes of marketing, each concisely summarized for revision purposes or quick learning. While appealing primarily to students undertaking marketing exams, many practitioners will also find this glossary of current marketing hard to resist. The title builds on the earlier works of Dibb and Simkin whose Houghton Mifflin text *Marketing Concepts and Strategies* is the current business school market leading text in the United Kingdom, while their Thomson Learning text *The Marketing Casebook: Cases and Concepts* has just been revised and is the most widely used marketing casebook. From understanding customers, branding and positioning, relationship marketing, social responsibility through to value based marketing and one to one marketing, this book covers all the issues the modern marketer must address. The text itself is organized into short structured chapters: the Briefs, each including Core definitions, A bulleted key point overview, Thorough yet concise explanation of the concept and primary issues, Illustrative examples, A selection of examination style case essay and applied questions, Recommended further reading and sources. Together these offer a rounded, concise and topical appreciation of each theme within a clear and accessible framework designed to aid revision. Also included are revision tips and golden rules for tackling examinations, specimen examination papers with answer schemes and a full glossary of key marketing terms.

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