



MARKETING

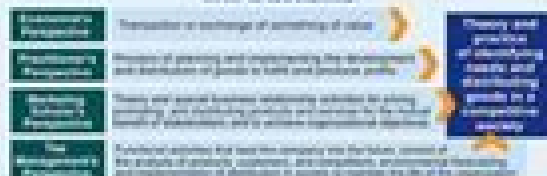


BASIC CONCEPTS

Definitions 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 exchange

WHAT IS MARKETING?



- A market is the aggregate of all people or organizations that have a need for, or want, a product or place of products and have the money to pay for them. It is continuous need in some places, need or interest, where buyers and sellers meet to buy or sell goods.
- The classical marketing concept is a philosophy that guides the attitude of companies in a firm to customers 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 customer.
- They are composed of product development, design, pricing, distribution, financing, advertising, and public relations.

General Model of Marketing

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

THE ROLE OF MARKETING

Develop internal and external relationships among all employees and stakeholders

- Stakeholders:** Anyone who affects or influences an organization's affairs, includes:
 - Customers
 - Employees, subcontractors, and business
 - Suppliers/vendors
 - Investors
 - 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.
- Developing the marketing strategy:**
 - Search for and identify new products and market (market) needs
 - Identify 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: Basic focus on company and business customer benefits
 - Short-term goals: Business includes tactics and the number of social media followers

- Develop and execute marketing plans with the help of all employees**
- Establish guidelines for ethical behavior in marketing**
 - Advocate and sell safe, healthy products
 - Complete fairly
 - Clearly state terms of sale without using misleading language or small print
 - Develop a consistent process for customers to receive funds on money-back guarantee

Ethical Values American Marketing Association Code of Ethics

Honesty	Respect
Transparency	Integrity
Responsibility	

MARKETING PERSPECTIVES

- Organizations vary and are based on an organization's goals and objectives, philosophy, and available resources.

- For organization's marketing perspective guides how the company's marketing activities will be implemented. Organizational resources include available time, personnel, and budget/funding.

KEY MARKETING PERSPECTIVES TO GUIDE MARKETERS

- Global perspective:** Following strategies based on customers in various countries and to sell in a global market.
- Relationship perspective:** With stakeholders. Developing and adjusting relationships to form stronger relationships with each stakeholder group.
- Ethical perspective:** Doing all marketing efforts on principles of fairness, honesty, and responsibility.
- Value perspective:** Focusing on customers' perceived benefits and costs.
- Productivity perspective:** Focusing on increasing productivity.
- Technology perspective:** Recognizing the impact of technology on marketing decisions.
- Ecological perspective:** Focusing on how products improve or solve various social problems.
- Entrepreneurial perspective:** Using innovative approaches to find opportunities.
- Executive perspective:** Focusing on process.
- Hubway perspective:** Using a millisecond to take risks.

THE MARKETING ENVIRONMENT

Monitor the present and forecast the future

- Identify a range of the structure of the environment, including uncontrollable variables (e.g., marketing mix decisions related to product, price, promotion, and physical and uncontrollable variables (e.g., political/legal problems and competitors).

- Monitor the segments of the environmental structure (e.g., political, legal, economic, competitive, social, cultural, and technological).

- The industry structure, operating environment of marketing includes:
 - Types of products
 - Channels of distribution (intermediaries)
 - Regulation of products and services
 - Competitors, trade associations, and union pressure

- The micro-environment of marketing includes:
 - Resource environment: GDP, personal disposable income, inflation rates, interest rates, and financing rates
 - Demographic environment: Population patterns, size and concentration of groups, ethnicities, and birth rates
 - Technological environment: Key areas of development (e.g., materials, electronics, telecommunications, software, and hardware)
 - Political/legal environment: Legislation, interpretation and implementation, and political philosophy of government leaders

- Culture and subculture:** Central values and beliefs held by a group or subgroups that are passed down to others within the group.

- The micro-environment of marketing includes:
 - Customers: Consists 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 actions.

- Forecasting the environment:** The process of making environmental forecasts that can affect marketing decisions, including changes in government regulations, population characteristics, social attitudes, and lifestyle trends/preferences.

- Environmental analysis:** The process of analyzing, interpreting, and sharing information with employees.

TARGET MARKETS

- Identify market need to be filled by marketing or for the business they have an effect on others.

- The basic markets are the total market, market segments, and market niches, in decreasing order of size.

- There exists in:
 - Consumer markets
 - Industrial markets (made up of industrial companies)
 - Government markets (consisting of various companies, manufacturing 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 can be segmented by strategic and product characteristics, and focus, by characteristics of the firm.

- A strategy of product differentiation is used to which buyers derive differentiation of time, price, and service.
- The market can be divided into segments to which the focus is the in terms of the segments are pursued.
- Examples of customer segments include different age groups.

- Demographic:** Age, income, geographic location, marital status, and education level
- Psychographic:** Attitudes, beliefs, ideas, and values
- Behavioral:** Performance, activities, and media usage

CROSS-CULTURAL MARKETING

- The international market usually consists of many markets distinguished by different needs and cultures.
- Markets in various countries and cultures by adapting various based on cultural standards, such as:
 - Values and customs
 - Language differences
 - Leadership management styles
 - Relationships in authority
 - Material and religious attitudes, values, and practices
 - Technology and decision-making processes
 - Language (pronunciation)
 - Physical challenges
 - Monetary/marketing cultural resources and activities
 - Language barriers
 - Lack of information about customer/customer segments
 - Lack of market research

Marketing Quickstudy Business

Mike Tooley



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Marketing Robert Murdick, Ruth Thaler-Carter, 2019-05 Students can use this reference tool to stay sharp and make the grade in the required core marketing course while professionals entrepreneurs and corporate players can keep concepts and details handy in the busy working world This big picture view of marketing s most important core concepts includes the details behind those concepts in clear concise and easy to review sections Expertly written and designed to offer more answers per page than any source available in 6 laminated pages you can quickly review to boost that test score or refresh your memory Non marketing majors in business will find this guide extremely useful dealing with marketing discussions and marketing teams to get the most out of any company marketing endeavor 6 page laminated guide includes Core Concepts Marketing Perspectives Key Marketing Perspectives to Guide Marketers The Marketing Environment The Role of Marketing Cross Cultural Marketing Target Markets Market Segmentation Products Goods Services Total Product Consumer Products Organizational or Industrial Products Product Development the Product Life Cycle PLC Branding Product Mix Strategies Communications in Marketing Personal Selling Managing the Sales Force Advertising Advertising Techniques Sales Promotion Public Relations Social Media Online Content Online Content Big Data Social Media Analytics Opinion Leaders Social Media Influencers Distribution Channels Logistics Channel of Distribution Retailing Wholesaling or Wholesale Trade Marketing Logistics Management Physical Distribution Consumer Privacy Security Purchasing Decisions Commercial Industrial Market Purchase Market Consumer Purchase The Adoption Process Marketing Research Decision Making Marketing Research Process Types of Research Sources of Data Price Determination Pricing Objectives Pricing Methods in Practice Nonprofit Marketing

Small Business Marketing Robert Hastings, 2011-05-09 OVERVIEW Marketing remains one of the most important business disciplines and is a much needed business practise if you want to grow your business So how do you market and what is needed Marketing is crucial to the growth of any business and witnessing the amount of marketing and promotions each day on any media form from TV to the Web is confusing as to what message works and why some of successful and others simply waste money Small Business Marketing has been written with the small enterprise business person in focus and it offers an easy to understand review of marketing requirements including case examples of successful promotions the fundamentals of marketing and how to apply a range of small investments which can gain a great return for any business The fact remains that most successful businesses conduct extensive marketing as part of their growth requirements and that most covered of all marketing processes in branding This book discusses a range of marketing requirements from the 5 Ps through to Web based marketing and how to create successful websites at a low cost It discusses product and pricing as well as marketing strategy which can offer excellent value for investment Small Business Marketing contains a range of ideas and everyday strategies that will offer value marketing at even the most basic level including networking day to day use of your current IT process to market as well as tips to assist promotion in any business market If

you want to understand marketing for your business this is the book for you A Guide to Successful Marketing in Small Business is marketing for the small business owner made simple **Local Business Marketing** BarCharts, Inc,2015

Digital Marketing Kyle Allison,2023-05 Essential reference and test prep for students in the digital marketing college course and a great tool for business professionals This handy six page laminated reference is perfect for those in marketing and a must have for those who are not but need to understand the concepts terms and principles of digital marketing for communication in and across teams for business planning and development Author professor and business consultant Dr Kyle Allison uses his multi faceted knowledge and experience from teaching and consulting to give you succinct need to know facts in our famous QuickStudy format that offers more answers per page than any other source Color coded sections bulleted for easy access were developed to see the whole scope of how the details fit together for a price that cannot be beat for the knowledge gained Adopt this tool for your students or add it to your business team toolbox 6 page laminated guide includes Digital Marketing Funnel Goals Key Terms SEO Framework SEM Framework Step by Step SEM Bidding Process Mobile Marketing SMS Marketing Framework Mobile App Marketing Framework Mobile Web Responsive Design Framework Email Marketing Best Practices Benefits Challenges Types Social Media Marketing Best Practices Benefits Challenges Types Influencer Marketing Best Practices Digital Media Types Paid Media Owned Media Earned Media Digital Marketing Analytics Metrics Analytics Framework Digital Marketing Datatypes Digital Marketing Metrics **Marketing** Robert Murdick,2002 This 4 page study guide contains fundamental marketing definitions and principles which are specifically designed to aid business students **Instagram Marketing** Jennifer Herman,2018-11 Instagram has over 1 billion active users more than 80% follow a business 58% more engagement per follower than Facebook What are you waiting for You need the essential guide to marketing on Instagram expertly authored by Jenn Herman Instagram expert speaker social media marketing consultant and book author Jenn s succinct writing and our unique design gives you 6 laminated pages with all you need to know to increase business in the least expensive yet most durable package you ll find anywhere As a consultant the experience and success of all the businesses Jenn has worked with is right here in a handy guide that travels as light as they come 6 page laminated guide includes What Is Instagram Instagram Terminology Definitions Benefits of Using Instagram for Business Setting Up an Effective Business Profile Understanding Instagram Content Strategies How to Use Hashtags on Instagram Writing Effective Captions Calls to Action Instagram Stories Instagram Growth Strategies How to Read Understand the In App Analytics on Instagram Using Instagram Ads for Added Exposure Conversions **YouTube Marketing** Rich Brooks,flight new media,2017-11 Every day over 4 billion videos are watched on YouTube making it second only to Facebook for social media marketing and an essential tool for your business Your YouTube audience spans nearly every age group every country and every important demographic This guide will show you how to reach them through creating a channel promoting getting discovered tracking and analyzing viewers as you inspire a call to action turning

viewers into customers and then repeat customers 6 page laminated guide includes Why Use YouTube for Marketing YouTube Terms Definitions Setting Up Your YouTube Channel Becoming a YouTube Partner Creating Compelling Videos Types of Videos Uploading Your Video Creating a Playlist How to Make Your Video Findable Promoting Your Video Creating Calls to Action Understanding YouTube Analytics Creative Uses of YouTube Videos **ACT! 2000** Scott Holmes, Martha M. Burgher, 1999-08 **42 Rules of Marketing** Laura Lowell, 2012 The 42 Rules of Marketing 2nd Edition is a compilation of ideas theories and practical approaches to marketing challenges the author has been collecting over the past 20 years The idea behind this unique look at marketing was to create a series of helpful reminders things that marketers know they should do but don't always have the time or patience to do The book touches on everything from tradeshow and PR to customer advocacy market research and the role of humor in marketing The author shares tips and tricks to ensure your marketing messages reach the intended audience After all isn't that the point Business Marketing, 1991 **Greener Products** Al Iannuzzi, 2016-04-19 As the global demand for natural and organic products continues to grow making and marketing greener products is becoming an imperative The old stereotype of green products sub par performance has been shattered as large multinational corporations prove that you can develop and win in the marketplace with a natural based product platform And the pull for sustainably minded products is not limited to consumer marketing business to business marketing of greener products has also increased due to customer demand from all business sectors The Case for Greener Products Making a compelling business case for why companies must provide greener more sustainable products Greener Products The Making and Marketing of Sustainable Brands shares best practices for the design and marketing of greener products The book examines ecosystem and regulatory pressures as well as market pressures from customers consumers business customers and government purchasers who have created a demand on manufacturers to bring more sustainable brands to market How Are Greener Products Made Through case studies of green design from companies such as GE Ecomagination™ Timberland Green Index Philips Apple Inc Seventh Generation Procter Gamble BASF and others the author explores initiatives in areas ranging from product design sustainable sourcing and packaging to energy efficiency recycling and end of life management A contribution from guest author James A Fava one of the leading thinkers and practitioners in developing greener products presents a toolbox of environmental management systems programs and tools for the development of greener products Three Keys to Successful Green Marketing Campaigns Providing the backbone for the author's analysis of green marketing a contribution from guest authors Lee Ann Head Karen Barnes and Suzanne Shelton of the Shelton Group analyzes market trend data and helps marketers understand their customers and what moves them The author then looks more closely at drivers for green marketing outlining three keys for successful green marketing campaigns and using them to evaluate the approaches of several leading companies He also offers advice on how to avoid greenwashing create successful cause marketing partnerships and use eco labels wisely Throughout the book the author shares best

practices and lessons learned from leaders in the field across various industry sectors Written by the senior director of product stewardship for Johnson Johnson this timely book offers real world experience valuable insights and practical tools for the effective design and marketing of greener products *The Best Days of Green Marketing Are Still Ahead* See what Al Iannuzzi has to say about making and marketing greener products in an interview at Greenbiz.com **Social Media Marketing** Paul & Sarah Edwards, 2021-05 Bring the customers you need to your business by expanding your reach to the right people and market using targeted tools and messages to increase business using this essential guide This expertly written concise reference will help you develop a marketing plan create the right messages for the right media platform use the platform to reach your target increase brand awareness interact with customers and measure results Industry terminology alone is worth the low price of this 6 page laminated guide that is jam packed with just the info you need Value for your money and value for your time 6 page laminated reference guide includes Social Media Reach Audiences Key Social Media Terms Types of Social Media Sites Popular Social Media Sites Blogging Developing a Social Media Marketing Plan Search Engine Optimization SEO User Generated Content and Comments Branding Interacting with Customers Measuring Results Social Media Management Tools Social Media Monitoring Privacy and Security Ethics **Computerworld**, 1999-12-06 For more than 40 years Computerworld has been the leading source of technology news and information for IT influencers worldwide Computerworld's award winning Web site Computerworld.com twice monthly publication focused conference series and custom research form the hub of the world's largest global IT media network **Marketing Management** R S N Pillai, 2010 Written in simple and conversational language Main points are given in Bold Letters or in Boxes Themes are easily understandable even to a lay man A good number of case studies are included and each chapter has been discussed in detail discussed throughly **The Consultant's Guide to Publicity** Reece A. Franklin, 1996-04-17 Proven strategies for consultants on how to promote themselves without looking like self promoters Some consultants are forever quoted in the press They seem to have suddenly emerged as the experts called upon to substantiate almost every news article relating to their fields This book points the way to achieving this expert status Written by a master self promoter it provides valuable tips on becoming a media source including the right journalists to connect with and what they respond to best Consultants will learn how to determine a promotable idea how to identify the appropriate media for publicizing the idea how to develop the various kinds of publicity vehicles and how to do it all without the appearance of hucksterism Demonstrates what consultants need to do to create their reputations Contains samples of publicity vehicles such as news releases newsletters press kits and more REECE FRANKLIN Chino Hills California heads his own marketing advertising and PR firm and conducts frequent seminars and classes on self promotion His 5 previous books include *How to Market Your Home Based Business* **The Real Labor vs. Capital Playbook** Rajesh Kumar OTG, 2025-09-29 Are you tired of feeling like a cog in the machine Do you feel that no matter how hard you work true financial freedom remains just out of reach This book is a direct

challenge to the old outdated rules of wealth and work For generations we've been conditioned to follow a simple path get a job climb the corporate ladder and hope for a secure retirement But in a world of inflation automation and ever growing inequality that path is no longer a promise it's a trap

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Design Engineering Manual Mike Tooley, 2009-10-30 Design Engineering Manual offers a practical guide to the key principles of design engineering It features a compilation of extracts from several books within the range of Design Engineering books in the Elsevier collection The book is organized into 11

sections Beginning with a review of the processes of product development and design the book goes on to describe systematic ways of choosing materials and processes It details the properties of modern metallic alloys including commercial steels cast irons superalloys titanium alloys structural intermetallic compounds and aluminum alloys The book explains the human system interface procedures to assess the risks associated with job and task characteristics and environmental factors that may be encountered at work and affect behavior Product liability and safety rules are discussed The final section on design techniques introduces the design process from an inventors perspective to a more formal model called total design It also deals with the behavior of plastics that influence the application of practical and complex engineering equations and analysis in the design of products Provides a single source of critical information to the design engineer saving time and therefore money on a particular design project Presents both the fundamentals and advanced topics and also the latest information in key aspects of the design process Examines all aspects of the design process in one concise and accessible volume

Global Business Today Global Edition 8e Charles Hill, 2014-09-16 Global Business Today has been developed specifically to meet the needs of international students of business Written in a refreshing informative and accessible style it has become the most widely used text in the International Business market with its comprehensive and up to date contents focus on managerial implications and application of international business concepts and incorporation of ancillary resources that enliven the text and make it easier to teach In addition to boxed material which provides insightful illustrations in every chapter interesting anecdotes have been carefully weaved into the narrative of the text to engage the reader Enhancements to the Global Edition include New Country Focus boxes that provide background on the political economic social or cultural aspects of countries grappling with an international business issue to help raise students awareness of how national and geographic differences affect the conduct of international business such as Corruption in the Philippines and the Export Processing Zone Authority of Pakistan New Management Focus boxes that provide lively illustrations of the relevance of chapter material for the practice of international business including Patenting Basmati Rice and Expatriate Managers New Perspective boxes that provide additional context for chapter topics such as Market Economy in China Australian SMEs Embrace the Chinese Currency and Global Variations in Ownership Structure

Plunkett's E-commerce & Internet Business Almanac 2006 Plunkett Research Ltd, 2006-02 A ready reference guide to the E Commerce Internet Business Complete profiles of over 400 of the largest most successful corporations in all facets of the Internet sector Our industry analysis covers B2C B2B online financial services online travel and Internet access and usage trends [Computerworld](#), 1999-07-12 For more than 40 years Computerworld has been the leading source of technology news and information for IT influencers worldwide Computerworld s award winning Web site Computerworld.com twice monthly publication focused conference series and custom research form the hub of the world s largest global IT media network

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