Contents

SECTION I ESSENTIALS OF MARKETING MANAGEMENT 1 PART A INTRODUCTION 3	Performance of the Research 35 Processing of Research Data 35 Preparation of the Research Report 37 Limitations of the Research Process 40 Marketing Information Systems 40 Summary 41	
Chapter 1	Chapter 3 Consumer Behavior 43	
Strategic Planning and the Marketing Management Process 4	Social Influences on Consumer Decision Making Culture and Subculture 44	4∠
The Marketing Concept 4 What Is Marketing? 5 What Is Strategic Planning? 6 Strategic Planning and Marketing Management 6 The Strategic Planning Process 7 The Complete Strategic Plan 16 The Marketing Management Process 16 Situation Analysis 16 Marketing Planning 19 Implementation and Control of the Marketing Plan 20 Marketing Information Systems and Marketing Research 21 The Strategic Plan, the Marketing Plan, and Other Functional Area Plans 21 Marketing's Role in Cross-Functional Strategic Planning 21 Summary 22 Appendix Portfolio Models 25	Social Class 45 Reference Groups and Families 46 Marketing Influences on Consumer Decision Making 46 Product Influences 46 Price Influences 47 Place Influences 47 Situational Influences on Consumer Decision Making 48 Psychological Influences on Consumer Decision Making 49 Product Knowledge 49 Product Involvement 49 Consumer Decision Making 50 Need Recognition 51 Alternative Search 51 Alternative Evaluation 53 Purchase Decision 54 Postpurchase Evaluation 54 Summary 56	
MARKETING INFORMATION, RESEARCH, AND UNDERSTANDING THE TARGET MARKET 29	Chapter 4 Business, Government, and Institutional Buying 59	
Chapter 2 Marketing Research: Process and Systems for Decision Making 30	Categories of Organizational Buyers 59 Producers 59 Intermediaries 60	
The Role of Marketing Research 30 The Marketing Research Process 31 Purpose of the Research 31 Plan of the Research 32	Government Agencies 60 Other Institutions 60 The Organizational Buying Process 60 Purchase-Type Influences on Organizational Buying 61	

Straight Rebuy 61 Modified Rebuy 61	Organizing for Product Management 101 Summary 103
New Task Purchase 61	
Structural Influences on Organizational Buying 62	Chapter 7
Purchasing Roles 62	New Product Planning and
Organization-Specific Factors 63	Development 105
Purchasing Policies and Procedures 64	-
Behavioral Influences on Organizational Buying 64	New Product Strategy 106
Personal Motivations 64	New Product Planning and Development
Role Perceptions 65	Process 108
Stages in the Organizational Buying	Idea Generation 109
Process 67	Idea Screening 110
Organizational Need 68	Project Planning 111
Vendor Analysis 69 Purchase Activities 69	Product Development 111
	Test Marketing 111
Postpurchase Evaluation 69	Commercialization 112
Summary 70	The Importance of Time 112
Chapter 5	Some Important New Product Decisions 113
•	Quality Level 113
Market Segmentation 71	Product Features 114
Delineate the Firm's Current	Product Design 115
Situation 71	Product Safety 115
Determine Consumer Needs	Causes of New Product Failure 117
and Wants 72	Need for Research 117
Divide Markets on Relevant Dimensions 72	Summary 118
A Priori versus Post Hoc Segmentation 73	
Relevance of Segmentation Dimensions 74	Chapter 8
Bases for Segmentation 74	Integrated Marketing Communications 120
Develop Product Positioning 79	Stratagia Goals of Maultating
Decide Segmentation Strategy 81	Strategic Goals of Marketing Communication 120
Design Marketing Mix Strategy 82	
Summary 83	Create Awareness 120
	Build Positive Images 120
PART C	Identify Prospects 120 Build Channel Relationships 122
	Build Channel Relationships 122 Retain Customers 122
THE MARKETING MIX 85	The Promotion Mix 122
Chanta C	Integrated Marketing Communications 123
Chapter 6	Advertising: Planning and Strategy 124
Product and Brand Strategy 86	Objectives of Advertising 124
Basic Issues in Product Management 86	Advertising Decisions 126
Product Definition 86	The Expenditure Question 127
Product Classification 87	The Expenditure Question 127 The Allocation Question 128
Product Quality and Value 88	Sales Promotion 132
Product Mix and Product Line 89	Push versus Pull Marketing 132
Branding and Brand Equity 90	Trade Sales Promotions 134
Packaging 97	Consumer Promotions 135
Product Life Cycle 97	What Sales Promotion Can and
Product Adoption and Diffusion 99	Can't Do 135
The Product Audit 100	Public Relations 136
Deletions 100	Direct Marketing 136
Product Improvement 101	Summary 137
······································	Saminary 157

Appendix Major Federal Agencies Involved in Control of Advertising 139	Competition 179 Government Regulations 180 A General Pricing Model 181 Set Pricing Objectives 181
Chapter 9 Personal Selling, Relationship Building, and Sales Management 140	Evaluate Product–Price Relationships 181 Estimate Costs and Other Price Limitations 182 Analyze Profit Potential 183 Set Initial Price Structure 183
Importance of Personal Selling 140 The Sales Process 141 Objectives of the Sales Force 142	Change Price as Needed 183 Summary 184
The Sales Relationship-Building Process 143 People Who Support the Sales Force 147 Managing the Sales and Relationship-Building Process 148	PART D MARKETING IN SPECIAL FIELDS 187
The Sales Management Task 148	Chapter 12
Controlling the Sales Force 149	The Marketing of Services 188
Motivating and Compensating Performance 153 Summary 155	Important Characteristics of Services 190 Intangibility 190 Inseparability 191
Chapter 10 Distribution Strategy 157	Perishability and Fluctuating Demand 192 Client Relationship 192
The Need for Marketing Intermediaries 157 Classification of Marketing Intermediaries and Functions 157 Channels of Distribution 159 Selecting Channels of Distribution 160 Specific Considerations 160 Managing a Channel of Distribution 163 Relationship Marketing in Channels 163 Vertical Marketing Systems 163 Wholesaling 165 Store and Nonstore Retailing 166 Store Retailing 167 Nonstore Retailing 168 Summary 172 Chapter 11	Customer Effort 193 Uniformity 193 Providing Quality Services 194 Customer Satisfaction Measurement 195 The Importance of Internal Marketing 196 Overcoming the Obstacles in Service Marketing 197 Limited View of Marketing 197 Limited Competition 198 Noncreative Management 198 No Obsolescence 199 Implications for Service Marketers 200 Summary 200 Chapter 13 Global Marketing 202
Pricing Strategy 174	The Competitive Advantage of Nations 203 Organizing for Global Marketing 204
Demand Influences on Pricing Decisions 174 Demographic Factors 174 Psychological Factors 174 Price Elasticity 176 Supply Influences on Pricing Decisions 176 Pricing Objectives 176 Cost Considerations in Pricing 176 Product Considerations in Pricing 178 Environmental Influences on Pricing Decisions 179 The Internet 179	Problems with Entering Foreign Markets 204 Organizing the Multinational Company 207 Programming for Global Marketing 209 Global Marketing Research 209 Global Product Strategy 211 Global Distribution Strategy 211 Global Pricing Strategy 212 Global Advertising and Sales Promotion Strategy 213 Entry and Growth Strategies for Global Marketing 214 Summary 217

SECTION II ANALYZING MARKETING PROBLEMS AND CASES 219

A Case Analysis Framework 221

- 1. Analyze and Record the Current Situation 221
- 2. Analyze and Record Problems and Their Core

Elements 226

- 3. Formulate, Evaluate, and Record Alternative Courses of Action 227
- 4. Select and Record the Chosen Alternative and Implementation Details 227

Pitfalls to Avoid in Case Analysis 229 Communicating Case Analyses 230

The Written Report 230
The Oral Presentation 232
Summary 232

SECTION III FINANCIAL ANALYSIS FOR

MARKETING DECISIONS 233

Financial Analysis 234

Breakeven Analysis 234

Net Present Value Analysis 236

Ratio Analysis 238

Summary 242

SECTION IV DEVELOPING MARKETING PLANS 243

A Marketing Plan Framework 244

Title Page 245

Executive Summary 245

Table of Contents 246

Introduction 246

Situational Analysis 246

Marketing Planning 246

Implementation and Control of the Marketing Plan 248

Summary 250

Appendix—Financial Analysis 250

References 253

Summary 253

Chapter Notes 254 Index 259