

TO DO:

- Review Pricing Video
- Review Practice Questions and Explanations
- Review Retrieval Practice Videos

Introduction to Marketing (Chapter 1 and associated articles and lectures)

- Know the definition of marketing, and be familiar with the fundamental ideas contained within the definition.
 - **Marketing:** the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large
 - Seeks to discover the needs and wants of customers and how to satisfy them
 - Markets goods, services, and ideas
 - A dynamic (constantly changing), important, challenging function for any organization, person, country
- Understand the elements of a “marketing mix” that are “controllable” – the 4 P’s. Revisit the discussion we had in class about the uncontrollable environmental factors that affect marketing activities. Understand how marketers can shift the marketing mix to best-meet the needs of different target markets.
 - **Controllable elements (The 4 Ps)**
 - Product, place, price, promotion
 - Uncontrollable factors
 - Social, economic, technological, competitive, regulatory
- Know the definition of marketing utility, and the various types of utilities marketers provide.
 - **Marketing Utility** – the elements needed for an exchange or purchase to take place between company and customers (utility – the value or benefit a customer receives from the exchange)
 - Form Utility – specialization (EX: Harvey Davidson custom motorbikes)
 - Place Utility – proximity, availability (vending machine)
 - Time Utility – always available (Amazon Prime)
- Understand the role of central markets, middlemen, and money in providing utility.
 - All about making the exchange as efficient as possible
 - Buyers / sellers
 - Intermediaries (middlemen) – stores, etc
 - Currency used to purchase goods and services
 - Central markets are a better system because they are specialized and efficient
- Understand the role of marketers, consumers, and government in a market economy. Revisit our discussion of a marketer’s responsibility to three key constituency groups – and the inherent conflict that can be created.
 - **Market economy:**
 - Positives: the mix of goods and services society values at the lowest possible price to create a higher standard of living
 - Negatives: unequal opportunity, inequality (unequal outcomes), social problems
 - **Marketers:**

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the nature of services and relationship marketing The marketer is taken step by step through the key phases of the marketing planning process and alerted to the barriers that can prevent a service organization being successful in introducing marketing planning Practical frameworks and techniques are suggested for undertaking the marketing planning process and implementing the principles covered The world renowned authors also tackle key organizational aspects relating to marketing planning which can have a profound impact on its ultimate effectiveness These include marketing intelligence systems market research organization development stages marketing orientation Marketing Plans for Services is for marketers in the service sector and students of marketing Marketing Plans for Services is clearly the premier text in the field From an explanation of why services are driving all marketing activities to measuring the results and all things in between this new and updated text explains why and how services are the key elements for most all 21st century organizations Follow the masters of service marketing to marketplace success Professor Don Schultz Northwestern University McDonald Frow and Payne have worked extensively with a wide range of service businesses across the globe in successfully realising their growth opportunities This experience shows in this practical text which contains all one needs to know in developing and implementing successful marketing plans for service organizations This book represents a tested roadmap for planning services marketing success and combines an excellent balance of key concepts frameworks and tools with practical advice Their proven step by step marketing planning system for services and the examples of marketing plans make this a must have book that should be on the desk of any forward thinking services marketer Mark Veyret Global Business Development Leader PricewaterhouseCoopers Marketing planning is crucial today where increased competition complexity and the internet forces you to redefine your marketing strategy and focus more clearly on what is required to achieve improved results If not you will not succeed in meeting these challenges McDonald Frow and Payne are internationally recognized authorities in marketing planning and services marketing Based on their extensive experience across in helping organizations from a wide range of service sectors this book gives you the practical how to skills to successfully implement strategic marketing plans Bob Barker Vice President of Corporate Marketing and Digital Engagement Alterian The Independent ,1898 *Marketing Plans* Malcolm McDonald,Hugh Wilson,2016-11-21 A fully revised and updated 8th edition of the highly renowned international bestseller The 8th edition of this highly acclaimed bestseller is thoroughly revised with every chapter having been updated with special attention to the latest developments in marketing Marketing Plans is designed as a tool and a user friendly learning resource Every point illustrated by powerful practical examples and made actionable through simple step by step templates and exercises The book is established as essential reading for all serious professional marketers and students of marketing from undergraduate and postgraduate to professional courses for bodies such as CIM Above all it provides a practical hands on guide to implementing every single concept included in the text New chapters and content include A Does it Work feature throughout demonstrating examples of real successes using the

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