## FUNDAMENTALS OF MARKETING

### **Table of Contents**

#### **Preface**

- 1. Purpose of this work
- 2. Structure of the book
- 3. Acknowledgements

# PART ONE Fundamentals of Marketing

#### 1 The Dimension of Marketing

**Chapter Objectives** 

Business situation: Apple iPhone

- 1. What is Marketing?
- 2. Marketing as a company function.
- 3. Origin and evolution of the concept of Marketing.
- 4. The nature and scope of Marketing.
- 5. Definition of Marketing.
- 6. The instruments of Marketing.
  - 6.1 Product
  - 6.2 Price
  - 6.3 Distribution
  - 6.4 Communication
- 7. Relationship Marketing.
- 8. Organisation of the Marketing Department.

Case study: Central Lechera Asturiana.

Questions on the Case study

**Review Questions** 

**Key Terms** 

Related Links

**Chapter Bibliography** 

#### 2 The Market and its environment

**Chapter Objectives** 

Business situation: Geox: the shoes that breathe

- 1. The Concept of Market.
  - 1.1 Market limits.
- 2. Market classification.
- 3. The environment and its influence on marketing.
  - 3.1 The Macroenvironment
  - 3.2 The Microenvironment.
- 4. Competition
- 5. Global Markets

Case study: Advice from Alsa and Roca to conduct business in Asia

Questions on the Case study

**Review Questions** 

**Key Terms** 

**Related Links** 

**Chapter Bibliography** 

#### 3 Consumer Behaviour

Chapter Objectives

Business situation: More entertained, healthier and better informed: senior consumers

- 1. The Study of Consumer Behaviour
- 2. The Buying Decision Process
- 3. The search for Information
- 4. Internal behaviour Determinants
  - 4.1 Needs
  - 4.2 Motivation
  - 4.3 Wants
  - 4.4 Perception
  - 4.5 Experience and Learning
  - 4.6 Personal Characteristics
  - 4.7 Attitudes
- 5. External behaviour Determinants
  - 5.1 Family
  - 5.2 Reference groups
  - 5.3 Social class
  - 5.4 Culture and social values

- 6. The Buying Decision
- 7. Post-purchase attitudes
  - 7.1 Dissonance
  - 7.2 Brand loyalty
- 8. Models of Consumer behaviour

Case study: Trend hunters make use of social communities

Questions on the Case study

**Review Questions** 

**Key Terms** 

**Related Links** 

Chapter Bibliography

#### 4 Research and Information systems in Marketing

**Chapter Objectives** 

Business situation: The Videogame Market in Spain

- 1. What is Marketing Research? Concepts and Features
  - 1.1 Definition of Marketing Research
  - 1.2 The Stages of Marketing Research
  - 1.3 Types of Studies in Marketing Research
- 2. Information Sources in Marketing
  - 2.1 Secondary sources
  - 2.2 Primary sources
- 3. Qualitative primary Sources
  - 3.1 In-depth interview
  - 3.2 Focus Group or Group Dynamics
  - 3.3 Observation
  - 3.4 Projective Techniques
- 4. Quantitative Primary Sources
  - 4.1 The Survey
  - 4.2 The Questionnaire
    - 4.2.1 Wording of questions
    - 4.2.2 Measuring the answers
  - 4.3 Sampling
- 5. Data Processing and Analysis
  - 5.1 Data editing, coding and transcribing
  - 5.2 Data analysis
    - 5.2.1 Univariable techniques
    - 5.2.2 Bivariable techniques
    - 5.2.3 Multivariable techniques
- 6. Drawing up of reports and presentation of results
- 7. The Marketing Information System (MIS)

Case study: Chupa Chups
Questions on the Case study

Review Questions Key Terms Related Links Chapter Bibliography

#### **PART TWO**

#### **Principles in Marketing Management**

#### 5 Marketing Strategy

**Chapter Objectives** 

Business situation 1: Mercadona stands alone in the defence of the private label.

Business situation 2: Sony Digital 8

- 1. The Concept of Strategy
- 2. Developing Strategic Actions: the marketing-mix
- 3. Types of Marketing Strategies
  - 3.1 Growth Strategies
    - 3.1.1 Penetration Strategy
    - 3.1.2 Product Development Strategy
    - 3.1.3 Market Development Strategy
    - 3.1.4 Diversification Strategy
  - 3.2 Segmentation Strategies
  - 3.3 Positioning Strategies
  - 3.4 Competitive Strategies
    - 3.4.1 Porter's Competitive Strategies
    - 3.4.2 The Competitive Strategies of Miles and Snow
    - 3.4.3 Kotler's Competitive Strategies
- 4. Assessment of the Marketing Strategy

Case study 1: Bancaja, an example of a multistakeholder brand strategy

Questions on Case study 1

Case study 2: Ford Maskeddummies

Questions on Case study 2

**Review Questions** 

**Key Terms** 

**Related Links** 

Chapter Bibliography

#### **PART THREE**

#### The marketing-mix

#### 6 Products, Services and Brand Management

Chapter objectives

Business situation: The plant translator is here.

- 1. The Concept and Type of Products
- 2. Attributes which make up the Product
- 3. The Product Portfolio of a Company
- 4. Product Life cycle
- 5. Product Quality Management
- 6. New Product Development
  - 6.1 The Concept of New Product
    - 6.2 New Product Planning
- 7. Services Management
  - 7.1 Applying Marketing to services
  - 7.2 Strategy in Services Marketing
- 8. Brand Management
  - 8.1 The concept of Brand
  - 8.2 Brand Competitive Advantage
  - 8.3 Types of Brands
  - 8.4 Brand Management
  - 8.5 Packaging and Label

Case study: Mugen Pop Pop, infinite bubbles to waste time.

Questions on the Case study

**Review Questions** 

**Key Terms** 

**Related Links** 

Chapter Bibliography

#### 7 Price Strategies

**Chapter Objectives** 

Business situation: Telefónica makes a 50% discount to unemployed customers

1 Concept and Importance of Price

- 2 Conditionings in Pricing
- 3 Methods for Pricing
  - 3.1 Methods based on Cost
  - 3.2 Methods based on Competition
  - 3.3 Methods based on the market or the Demand
- 4. Pricing Strategies
  - 4.1 Differential Strategies
  - 4.2 Competitive Strategies
  - 4.3 Psychological Price Strategies
  - 4.4 Price Strategies for product lines
  - 4.5 Price Strategies for new products

Case Study: Primark:Low prices and first-rate brands. The chain that follows Zara closely.

Questions on the Case Study

**Review Questions** 

**Key Terms** 

**Related Links** 

Chapter Bibliography

#### 8 Communication Management

**Chapter Objectives** 

Business Situation: Halloween the crazy night of mothers-in-law

- 1. The Concept and Process of Communication
- 2. Integrated Communication and Communication 360º
- 3. Advertising
  - 3.1 The Concept and Objectives of Advertising
  - 3.2 Types of Advertising
  - 3.3 Advertising Strategy
    - 3.3.1 Creative Strategy
    - 3.3.2 The Media Strategy
  - 3.4 Advertising Agencies
  - 3.5 Advertising effectiveness
  - 3.6 Regulation of Advertising
- 4. Direct Marketing
  - 4.1 Mailing
  - 4.2 Telemarketing
  - 4.3 The evolution of Direct Marketing
- 5. Sales promotions
  - 5.1 The Concept and Objectives of Sales promotions
  - 5.2 Types of promotions
- 6. Public Relations
  - 6.1 The Concept and Features of Public Relations.
  - 6.2 Internal Public Relations
  - 6.3 Public Relations with the media

- 6.4 External Public Relations
- 7. Sponsorship and Patronage
- 8. New ways of Communication

Case Study: British Airways changes its Marketing Strategy

Questions on the Case Study

**Review Questions** 

**Key Terms** 

**Related Links** 

Chapter Bibliography

#### 9 Strategic Sales Management

**Chapter Objectives** 

Business Situation: The day-by-day of a Kone lifts salesperson during the sales process

- 1. The Concept of the Function of Sales Management
- 2. Organising the Sales Structure
- 3. The Sales Plan
- 4. Organising the Territory and the Routes
- 5. Characteristics of a Salesperson
- 6. Recruitment and selection of Salespeople
- 7. Training of Salespeople
- 8. Motivating and Encouraging Salespeople
- 9. Salespeople Compensation
- 10. Control of the Sales Force
- 11. Customer and Post-sales Service

Case Study: Renault develops a global plan to improve service quality in its

network

Questions on the Case Study

**Review Questions** 

**Key Terms** 

**Related Links** 

Chapter Bibliography

#### 10 Channel management and Distribution

**Chapter Objectives** 

Business Situation: 7-eleven and The Simpsons

- 1. The Concept and Functions of Commercial Marketing
  - 1.1 The Manufacturer's distribution decisions
  - 1.2 The decisions of the Distributor
- 2. The Distribution Channel
  - 2.1 Wholesalers

- 2.2 Retailers
- 3. Merchandising
  - 3.1 The Location of the Sales Point
  - 3.2 Shelf Management
  - 3.3 Animation at the Sales Point
- 4. Manufacturer's distribution strategies
  - 4.1 Market coverage strategies
  - 4.2 Negotiation and Relationship strategies with the Distributor
- 5. The ECR Philosophy

Case Study: Kellogg's and Carrefour Questions on the Case Study Review Questions Key Terms Related Links Chapter Bibliography

#### 11 The Marketing Plan

**Chapter Objectives** 

Business Situation: Red Brand Truly Sweets

- 1. Marketing Planning and the Marketing Plan
- 2. The Marketing Plan and Strategic Planning
- 3. The Stages of the Marketing Plan
- 4. Situation analysis
  - 4.1 External analysis
  - 4.2 Internal analysis
  - 4.3 The SWOT analysis
- 5. Forecasts
  - 5.1 Forecast methods and techniques
- 6. Setting of objectives
- 7. Marketing Strategy selection
- 8. Programming and execution of the Marketing plan
- 9. Marketing Audit

Chapter Bibliography

Case Study: Playtex's "Renove" (renewal) Plan Questions on the Case Study Review Questions Key Terms Related Links

#### **PART FOUR**

#### The Principles of Relationship Marketing

#### 12 Relationship Marketing and Customer Service Management

**Chapter Objectives** 

Business Situation: This coming summer use your energy on different things: Mitsubishi Electric air conditioning

- 1. The Concept of Relationship Marketing
- 2. The Characteristics of Relationship Marketing
- 3. Benefits obtained through Relationship Marketing
- 4. Key factors in implementing a Relationship Marketing orientation
- 5. Comprehensive outline of Relationship Marketing in companies
- 6. Applying Relationship Marketing in the Business-to-Business sector
- 7. Definitions and characteristics of Customer Services
- 8. Measuring Scales for Service Quality
- 9. The BCG Pattern on the hierarchy of customer expectations
- 10. Bases for good Customer Service Management

Case Study: Microsoft Service Quality Questions on the Case Study Review Questions Key Terms Related Links Chapter Bibliography

#### PART FIVE Emerging Marketing Techniques

#### 13 Marketing and new Technologies

**Chapter Objectives** 

Business Situation: Which one is your favourite Nancy?

- 1. Evolution of Marketing and new Technologies
- 2. On-line Marketing
  - 2.1 On-line advertising
    - 2.1.1 On-line integrated advertising formats
    - 2.1.2 On-line advertising formats

- 2.1.3 Other formats of on-line advertising
- 2.2 The Corporate web as a Marketing tool
- 2.3 E-mail Marketing
- 2.4 Marketing and the 2.0 Web
  - 2.4.1 Blogs or Logs
  - 2.4.2 The Social Webs
- 3. Electronic Commerce
  - 3.1 Purchases through electronic commerce
  - 3.2 Advantages and disadvantages of electronic commerce
- 4. Mobile Marketing
  - 4.1 The Tools in Mobile marketing
  - 4.2 Mobile Commerce

Case Study: Nice on-line campaign for a new product: Sockfix Questions on the Case Study Key Terms Related Links Chapter Bibliography

#### 14 New Trends in Marketing

**Chapter Objectives** 

Business Situation: Toyota: Once there were woods

- 1. New trends in Marketing and their current importance
- 2. Neuromarketing
- 3. Geomarketing
- 4. Guerrilla Marketing
- 5. Street Marketing
- 6. Ambient Marketing
- 7. Sensorial Marketing
- 8. Experiential Marketing
- 9. Engagement Marketing

Case Study
Questions on the Case Study
Review Questions
Key Terms
Related Links
Chapter Bibliography

**Book Bibliography**