





## What is marketing

- Definition
- Process



# Market Place & Customer Needs

- Needs, wants, demand
- Products, services, experiences
- Customer value and satisfaction
- Exchanges and relationships
- Markets



## Customer Value-Driven marketing strategy & plan

- Customer Value-Driven marketing strategy and plan
- Integrated marketing plan and program



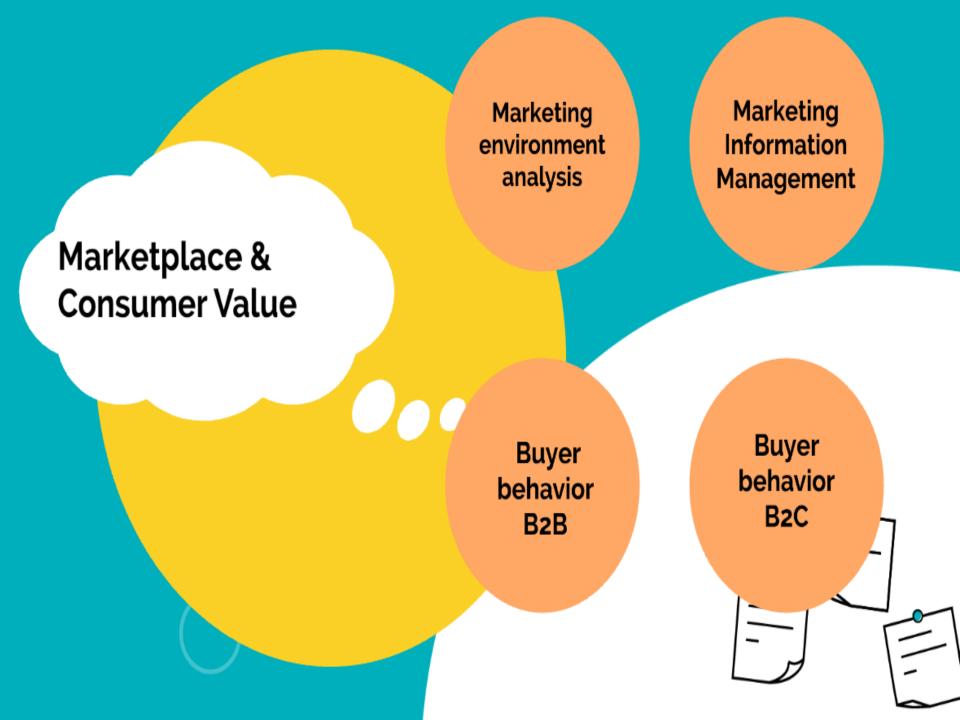
#### Customer Relationship Management & value capturing

- Engaging Customers and Managing Customer Relationships
- Capturing Value from Customers



- Digital age
- Economic Environment
- Not for Profit
- Globalization
- Sustainable marketing (CSR)





# Marketing environment analysis

- i. Micro & Macro environment
- ii. Demographic and Economic
- iii. Natural and Technological
- iv. Political, Social and Cultural



## Marketing Information Management

- i. Customers insights
- ii. Assessment and data development
- iii. Market research
- iv. Analysis and use of information
- v. Other information consideration





### **Buyer behavior B2C**

- i. Consumer behavior model
- ii. Effective characteristics
- iii. Buying Decision Behavior and process
- iv. New products buying decision process

#### **Buyer behavior B2B**

- i. Business market
- ii. The Business Buyer Behavior
- iii. Decision Process
- iv. Engaging with Digital and Social marketing
- v. Institutional and government markets



Designing a Customer-Value marketing strategy Creating value for target Customers

> Building customer value

New products and the product life cycle



# Creating value for target Customers

- i. Marketing strategy
- ii. Segmentation
- iii. Targeting
- iv. Differentiation and Positioning



# Building customer value

i. What is a product

ii. Product and service decisions

iii. Service marketing

iv. Branding strategy



# New products & the product life cycle

- i. New product development strategy
- ii. New product development process
- iii. Product life-cycle strategies





## Understanding & capturing customers value

i. What is a Price

ii. Pricing strategies

iii. Internal and external consideration affecting price decisions

#### **Pricing strategies**

- i. New product pricing strategies
- ii. Product mix pricing strategies
- iii. Price adjustment strategies
- iv. Price changes
- v. Public policy and pricing



## Delivering customers value: marketing channels

- i. Supply Chains and the Value Delivery Network
- ii. Channel Behavior and Organization
- iii. Channel Design decisions
- iv. Marketing Logistics and Supply Chain Management

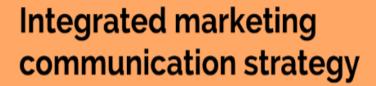


#### Retail & wholesale

- i. Retailing
- ii. Retailer marketing decisions
- iii. Retailing trends and developments
- iv. Wholesaling









- i. The Promotion Mix
- ii. Integrated Marketing Communications
- iii. Developing Effective Marketing Communication
- iv. Setting the Total Promotion Budget and Mix



- i. Advertising
- ii. Advertising Decisions
- iii. Public relations
- iv. Major Public relations tools







## Creating competitive advantage

- i. Competitor analysis
- ii. Competitive strategies
- iii. Balancing customers & competitor orientations



#### The global marketplace

- i. Global Marketing today
- ii. Market entry decisions
- iii. Global marketing program
- iv. Global marketing organizations



#### Sustainable marketing: Social responsibility & ethics

- i. Sustainable marketing
- ii. Social criticisms of marketing
- iii. Consumers actions to promote sustainable marketing
- iv. Business actions towards sustainable marketing
- v. Marketing ethics and sustainable company