

1-segmentation//targeting//positioning

2-product life cycles

3-marketing mix 4 P's Price//Product//Promotion//Place

Drivers of change ? globalisation ? general quality of products increasing ? more demanding customers ?

Marketing success! differentiation of anything!

total product = substance + symbol + service + price

Topic 1: Histories

1- After the sale is over: Levitt

technology is changing the dynamics of the sales process.

this means sellers must shift their focus from simple landing sales to ensuring buyer satisfaction after purchase

"Selling by itself is no longer enough"

"People buy expectations, not things"

Effectively managing relationships:

1- awareness —> understand both problem and opportunity areas

2- assessment —> where does company stand in terms of what is necessary to get the desired results?

3- accountability —> collect regular reporting on individual and group relationships

4- actions —> making decisions and actions that will positively effect target audiences

2- Early and modern schools of marketing thought:

marketing as an academic discipline emerged as a branch of applied economics

marketing functions school —> what is the work of marketing?

Clark 1922: Marketing =

1-exchange (buying and selling)

2-physical distribution (storage and transportation)

3-facilitating functions (financing and risk strategy)

commodity school of marketing → focus on characteristics of what is being sold (goods/service) and how different classes of good are marketed

institutional school → focus on those who do the work of marketing what institutes are involved?

inter regional trade school → where does the marketing take place?

the modern marketing schools of thought → focus on how should organisations market their products and services?

marketing systems school = addressees questions of marketing for example why does it exist and who is engaging in marketing activity

consumer behavior school = self explanatory

macromarketing school → the big picture and how marketing influences society

exchange school focus on what is being exchanged and who is involved

marketing history school → when were theories and concepts introduced and developed?

3- Marketing success through the differentiation of anything - Levitt

product = a combination of tangible and intangible!

product = a promise based on the firm's reputation

The expected product = 1//2//3// delivery

1- delivery and getting it to the buyer

2- terms = price guarantees and processing of payment

3- support efforts = advice and support coming with the product

4- new ideas = suggestions for more efficient and cost reducing ways

exceed expectations through augmenting products, providing the extras that the customers hadn't thought they would desire

“the way a company manages its marketing may be the most powerful form of differentiation”

4- O Malley and Patterson: Vanishing Point

4 P's of marketing concept!

repositioning —> people who were not currently coffee drinkers targeted by suggesting they would be helping others less fortunate than themselves by buying the coffee —> using guilt appeals!

all about segmentation and positioning, feeling good about the purchase

Deans Beans —> coffee roasting company in Massachusetts USA specialising in organic and fair trade coffees

—> state they focus on “people centred development”

—> this means Deans Beans focus on development that assists the people of the local community on important things they lack such as clean drinking water etc

Topic 7: Consumer behaviour readings 1//2

Topic 7: 1-Emontspool case study:

consumer acculturation in multicultural cities —> a 2 way process! both migrants and host society change as a result of the contact

Penalosa 1994: acculturation 4 outcomes:

- 1- can assimilate (adopt) some elements of host culture
- 2- resist (can maintain some elements of host culture)
- 3- resist acculturation pressures of home and host at times
- 4- live in a segregated area of town

In more detail:

- 1-Assimilation: migrants adapt to the host cultures broad variety of cultures
- 2-maintaining a few consumption habits from home culture
- 3-migrants resist certain consumption patterns especially if they conflict with expectations
- 4-spatial and cultural segregation may occur

//////////

Topic 7: 3-Penalosa 94:

examines the consumption patterns of mexican immigrants in the US

2-entertainment

3-implied warranty

4-value addition

5-post purchase reassurance

6-vicarious experience

7-involvement

Competition: 1 —> firstly it is stimulated by providing people with alternatives, and 2 —> it tells people about the alternatives

self affirmation? reinforcement of attitudes and values? ego enhancement? aspirations and role models?

Topic 10: marketing communications:

defined = a management process through which an organisation engages with its various audiences

marketing communications: DRIP = differentiate//reinforce//inform//persuade

awareness is essential! build brand associations and cultivate brand values

tools of marketing communication = advertising, sales promotion, personal selling, public relations and publicity, direct and interactive marketing, events and experiences

characteristics for choosing correct communication tool:

costs/communication/credibility/control

traditional media = broadcast and print

alternative media = digital media

fundamental decisions: identify target audience —> select most relevant segments and deliver message as precisely as possible, reduce wasted coverage

identify target markets! demographics/lifestyle? segmentation!

objectives —> what is the communication supposed to achieve?

budgeting?????

implementing decisions: mixing elements = decide how to allocate resources amongst the various marketing communication tools!

creating messages:

To change an individual's mind using this rational informational approach the key tools are **PR//TV ADS//PRINT ADS**

Changing attitudes = affective: audience develops positive or negative association towards brand.

AFFECTIVE changing should be used when attitude to brand is either **negative or neutral**

uses messages that are unusual in style, music, strong visual cues, celebrities = emotional and hedonic approach

key tools for affective changing = PRODUCT PLACEMENT AND TV/PRINT ADS USING CELEBRITY ENDORSEMENTS

Changing attitudes = conative = when people are comfortable with a current brand, they will be reluctant to change! therefore attitude change should be based on provoking behaviour

provoking behaviour may include: try//test//trial//visit

key tools for conative = direct marketing // sales promotion // personal selling

crafting persuasive messages!

message = rational vs emotional?

rational —> comparative information based advertising

emotional —> feeling based appeals, normally using fear//humor//sex

comparative advertising: often compared to main competitors, attempt to gain superiority —> normally used by brands with small market share

sex appeals:

- initial attention lure

- to elicit positive reaction, sexual content must be appropriately relevant to subject matter

- too much focus on sex appeal may interfere with processing of message arguments

- ethics? may be demeaning to individuals!

humor appeals: attracts attention, stimulates interest, fosters a good mood

- less effort required for feeling based (such as humor) advert processing! however.. distraction from brand focus? sometimes humor doesn't travel well!

Preview from Notesale.co.uk
Page 36 of 36