

Session Two

Marketing & Marketing Philosophy

Economics, management, organizational behavior and new techs, etc.

MARKET & MARKETING SCIENCE

Market & marketing science

- Definition of market & mktg – p3
- Pre-requisites for market existence
- Several marketing definitions – AMA & Kotler
- Related concepts – p5

marketing

Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

Development, revolution & marketing in China

MARKETING HISTORY

Marketing history

- 1900-1930
- 1930s-WWII
- WWII-present – table 1-1 (p12)
- Marketing in China

From production concept to marketing concept

MARKETING PHILOSOPHY & EVOLUTION

Marketing philosophy & evolution

- Marketing – [demands management](#) (p27)
- Enterprise-centric (slogans)
 - Production
 - Product
 - Selling
- Consumer-centric
- Societal marketing concepts (p33)

Demand management - 8 states

1. Negative – dislike/pay a price to avoid
2. Nonexistent – unaware/uninterested in
3. Latent(潜在的) – so strong that cannot be satisfied
4. Declining – less frequent purchase
5. Irregular – purchases vary on season,... basis
6. Full – adequate purchase
7. Overfull – more than can be satisfied
8. Unwholesome - ...undesirable social consequences

Customer value and value chain

DELIVER CUSTOMER VALUE

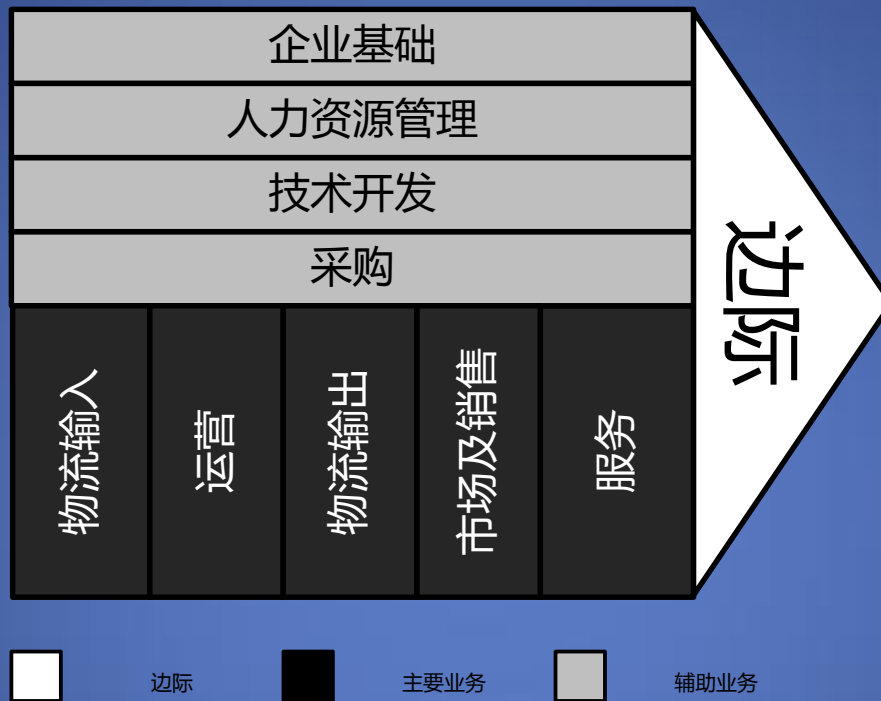
Deliver customer value - CPV

Total value

- Product value
- Service value
- Personal value
- Image value

Total cost

- Monetary cost
- Time cost
- Energy cost



Value-chain structure

- Primary activities
- Support activities

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