

CONTENTS

Preface	vii
Features	viii

CHAPTER 1: INTRODUCTION TO MARKETING MANAGEMENT

• Lesson 1:	
Nature of Marketing	
2.1 History of Marketing	3
2.2 Core Concepts of Marketing	5
2.3 Functions of Marketing	9
2.4 Importance of Marketing	13
• Lesson 2:	
The Marketing Process	
2.1 The Marketing Process	20
2.2 Developing an Effective Marketing Mix	24
2.3 The Marketing Plan	26
• Lesson 3:	
Marketing Environment	
3.1 Environmental Scanning	37
3.2 Microenvironment	41
3.3 Macro Environment	45
• Lesson 4:	
Market Research	
4.1 Benefits of Market Research	54
4.2 Types of Market Research	56
4.3 Components of Market Research	57
4.4 Starting a Market Research	59
4.5 Ethics in Market Research	60

CHAPTER 2: CONSUMER BUYING BEHAVIOR

• Lesson 5: The Basics of Consumer Buying Behavior

5.1	Characteristics of Consumer Buying Behavior	76
5.2	Consumer Buying Decision Process	78
5.3	Motivation	81
5.4	Behavior Models	84

• Lesson 6: Business Buying Decision Process

6.1	Buyer Decision Process	92
6.2	Decision Making Units	95
6.3	Buying Centers	96
6.4	Buying Situations	97
6.5	Influences	99

• Lesson 7: Segmentation, Targeting, and Positioning

7.1	Market Segmentation	108
7.2	Customer Targeting	110
7.3	Product Positioning	113

• Lesson 8: Product Development and Management Strategies

8.1	Product Life Cycle (PLC)	122
8.2	Tangible and Intangible Products	124
8.3	Difference between Products and Services	126
8.4	Product Development	127
8.5	Strategies in Managing New and Existing Products	129
8.6	Portfolio Management	130

CHAPTER 3: BRANDING AND BRAND STRATEGY

• Lesson 9:

Brand and Branding

9.1	Brand Equity	145
9.2	Advantage and Disadvantages of Branding	147
9.3	Brand Development, Equity, and Positioning	149
9.4	Social Media and Influencer Culture	152
9.5	Brand Sponsorships	155

• Lesson 10:

Pricing

10.1	Pricing Objectives	160
10.2	Pricing Decisions	162
10.3	Strategic Pricing	166

• Lesson 11:

Distribution Management

11.1	Advantages and Disadvantages of Distribution Management	172
11.2	Distribution vs. Logistics	174
11.3	Distribution Networks	175
11.4	Distribution Management System	177
11.5	Channels of Distribution	178
11.6	Retail and Wholesale	179

• Lesson 12:

Promotion Management

12.1	Purpose	187
12.2	Types of Promotion	188
12.3	Integrated Marketing Communications	191
12.4	Positioning	193
12.5	Unique Selling Proposition (USP)	194
12.6	Differentiation	196

CHAPTER 4: ADVERTISING AND PUBLIC RELATIONS

• Lesson 13:

Advertising and Public Relations

13.1	Similarities and Differences between Advertising and Public Relations	207
13.2	Purpose of Advertising and Public Relations	209
13.3	Advertising in the Age of Social Media	211
13.4	Issues in Advertising and Public Relations	216

• Lesson 14:

Customer Relationship Management (CRM)

14.1	Forms of Relationship Management	224
14.2	Customer Loyalty and Development	225
14.3	Personal Selling	227
14.4	Personal Selling Process	228
14.5	Direct Marketing	229
14.6	Services Marketing	230
14.7	Online Marketing	231
14.8	Integrated Marketing Communication (IMC)	233

• Lesson 15:

The Global Market

15.1	International Marketing	241
15.2	Globalization	242
15.3	Market Entry Strategies	243
15.4	Approaches to International Marketing	245
15.5	Product Policy	247

• Lesson 16:

Sustainable Marketing: Social Responsibility and Ethics

16.1	Sustainable Marketing	253
16.2	Corporate Social Responsibility	255
16.3	Innovation	257
16.4	Marketing and Environmentalism	260

Glossary	270
Bibliography	276
Image Attributions	278
Index	279