

Phillip
Kotler • Kevin Lane
Keller

Marketing Management • 14e

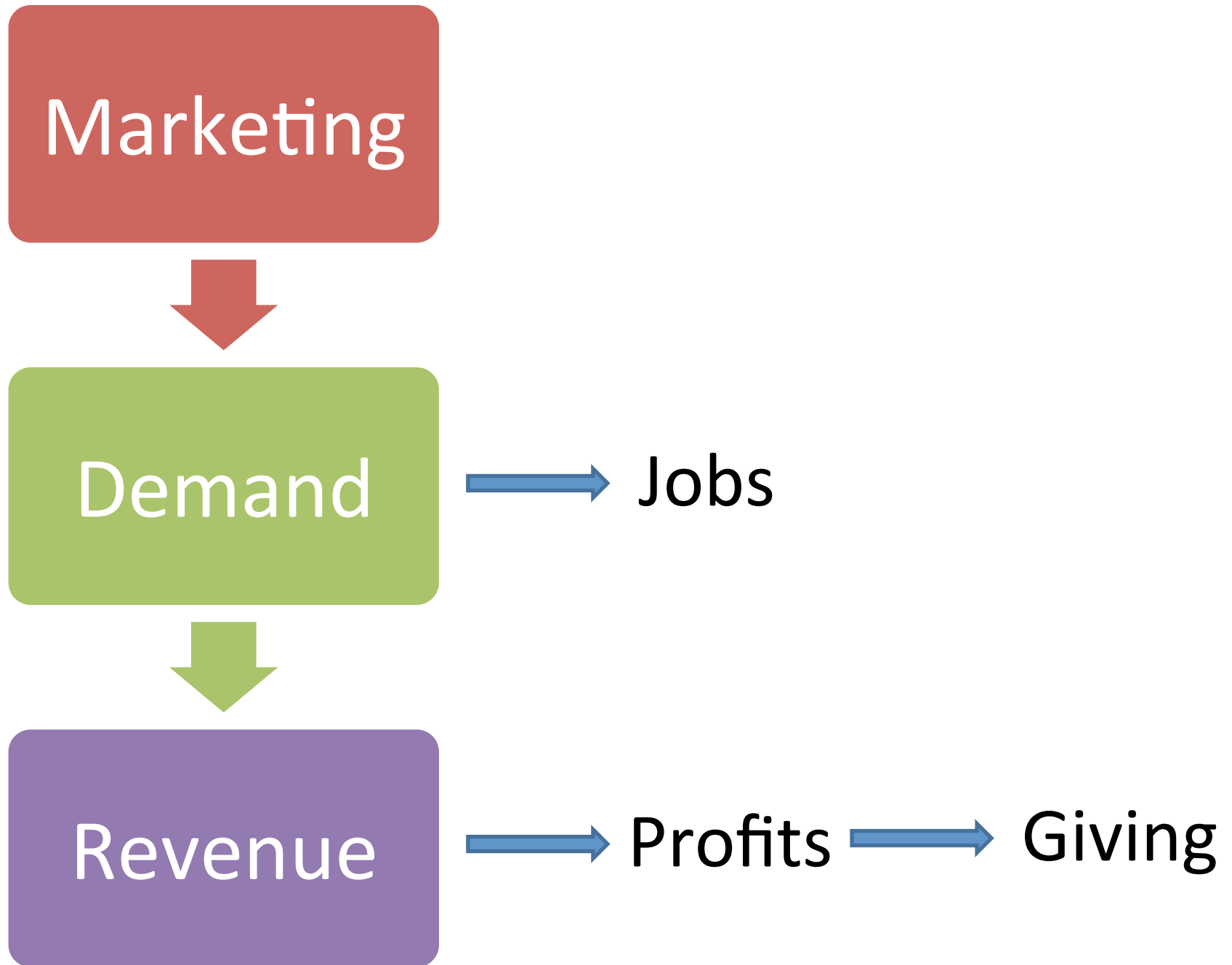
Chapter 1

Defining Marketing for the 21st Century

Discussion Questions

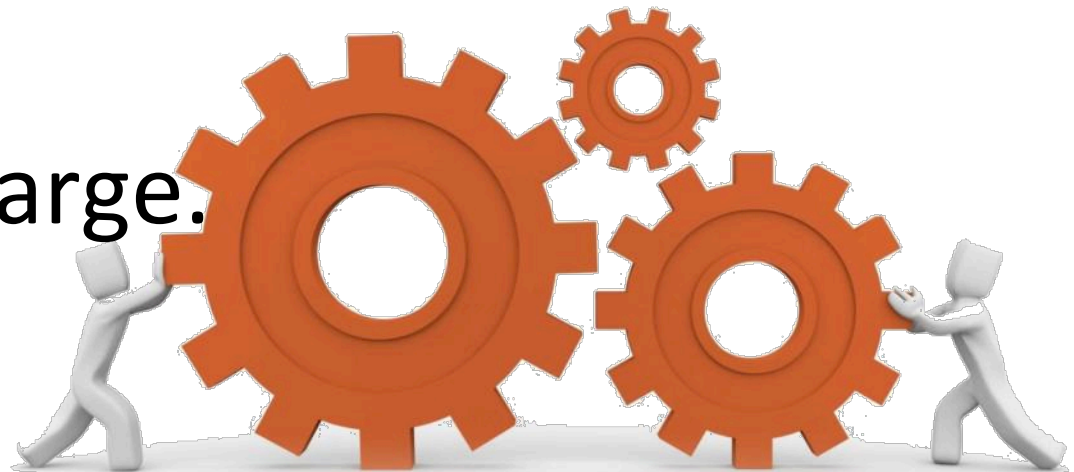
1. Why is marketing important?
2. What is the scope of marketing?
3. What are some fundamental marketing concepts?
4. How has marketing management changed in recent years?
5. What are the task necessary for successful marketing management?





Defined

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offers that have value for customers, clients, partners, and society at large.



Defined

Marketing management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.



What is Marketed?

Persons



- Experiences
- Events
- Properties
- Organizations
- Information
- Ideas



Services



Goods



Places

Who markets?



Marketer

Response

- ← Attention _____
- ← Purchase _____
- ← Donation _____
- ← Vote _____

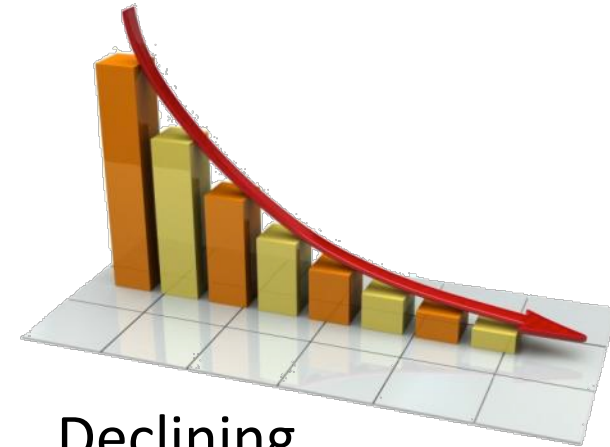


Prospect

Types of Demand



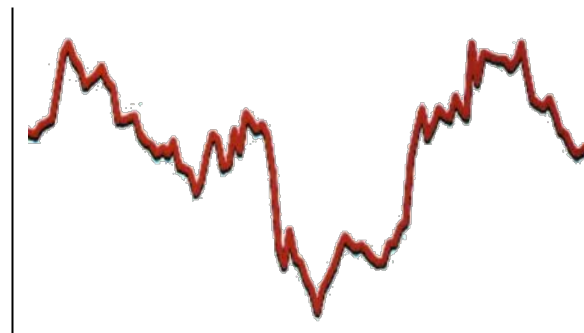
Unwholesome



Declining



Negative



Irregular

- Nonexistent
- Latent
- Full
- Overfull

Figure 1.1

Markets

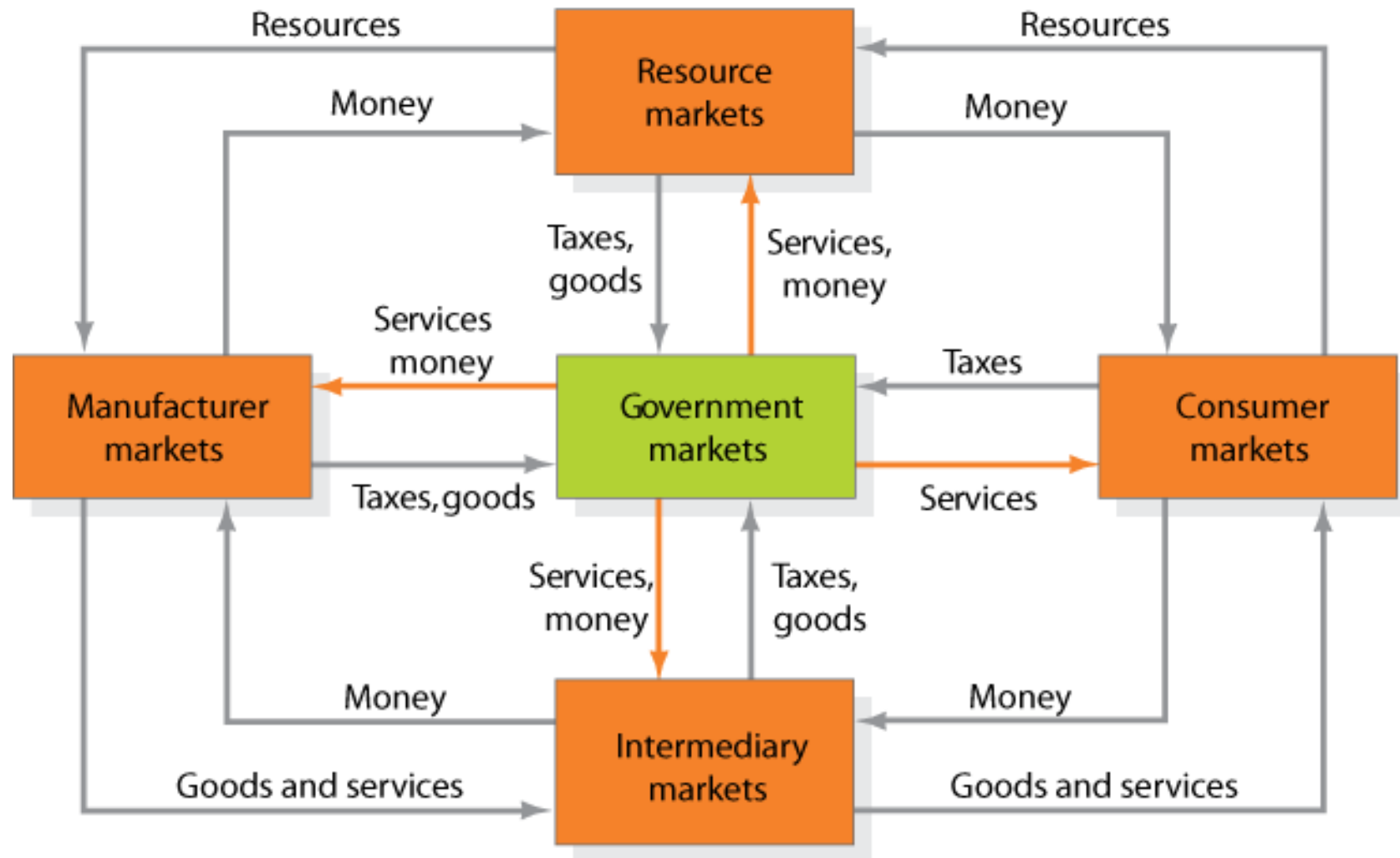
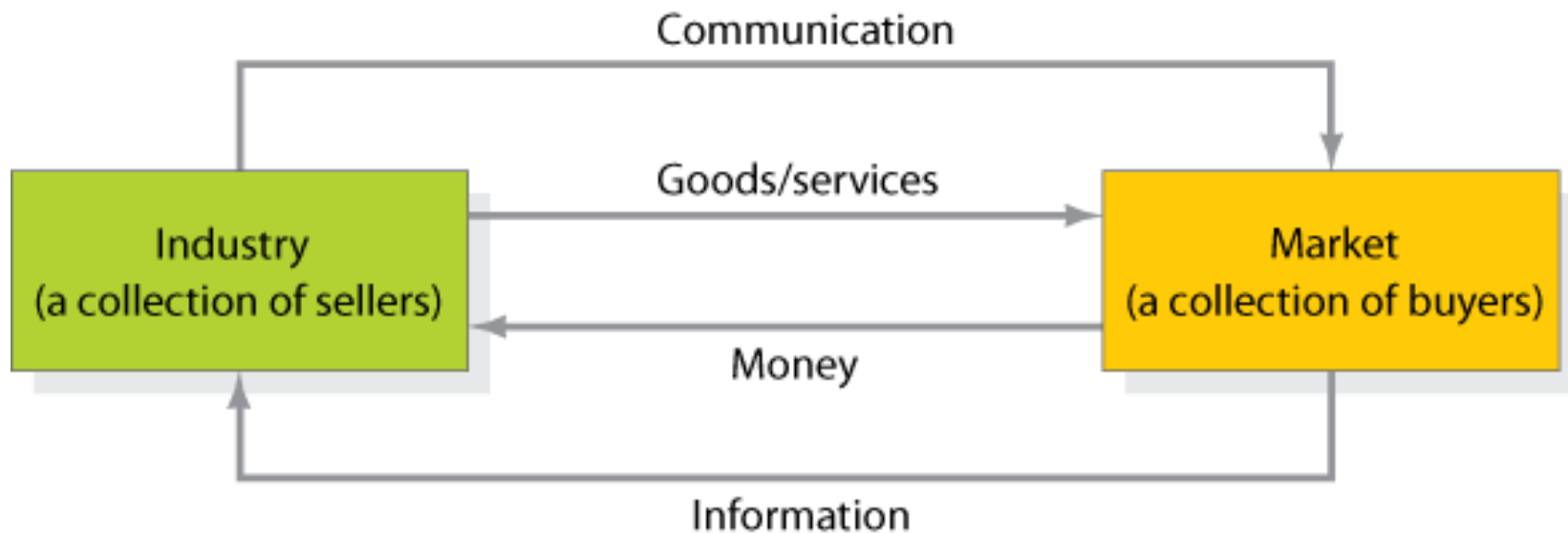


Figure 1.2

Simple Marketing System



Key Customer Markets

Global Markets



Consumer Market



Business Markets



Government Market

Markets



Marketplaces



Marketspaces



Metamarkets

Core Marketing Concepts

Needs, Wants, and Demands



Target Markets, Positioning, and Segmentation



Offerings and Brands



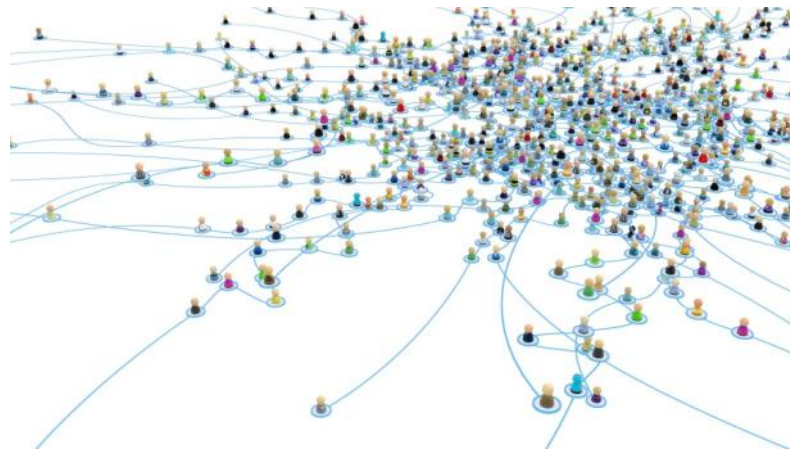
Value and Satisfaction

Core Marketing Concepts

Marketing Channels



Supply Chain

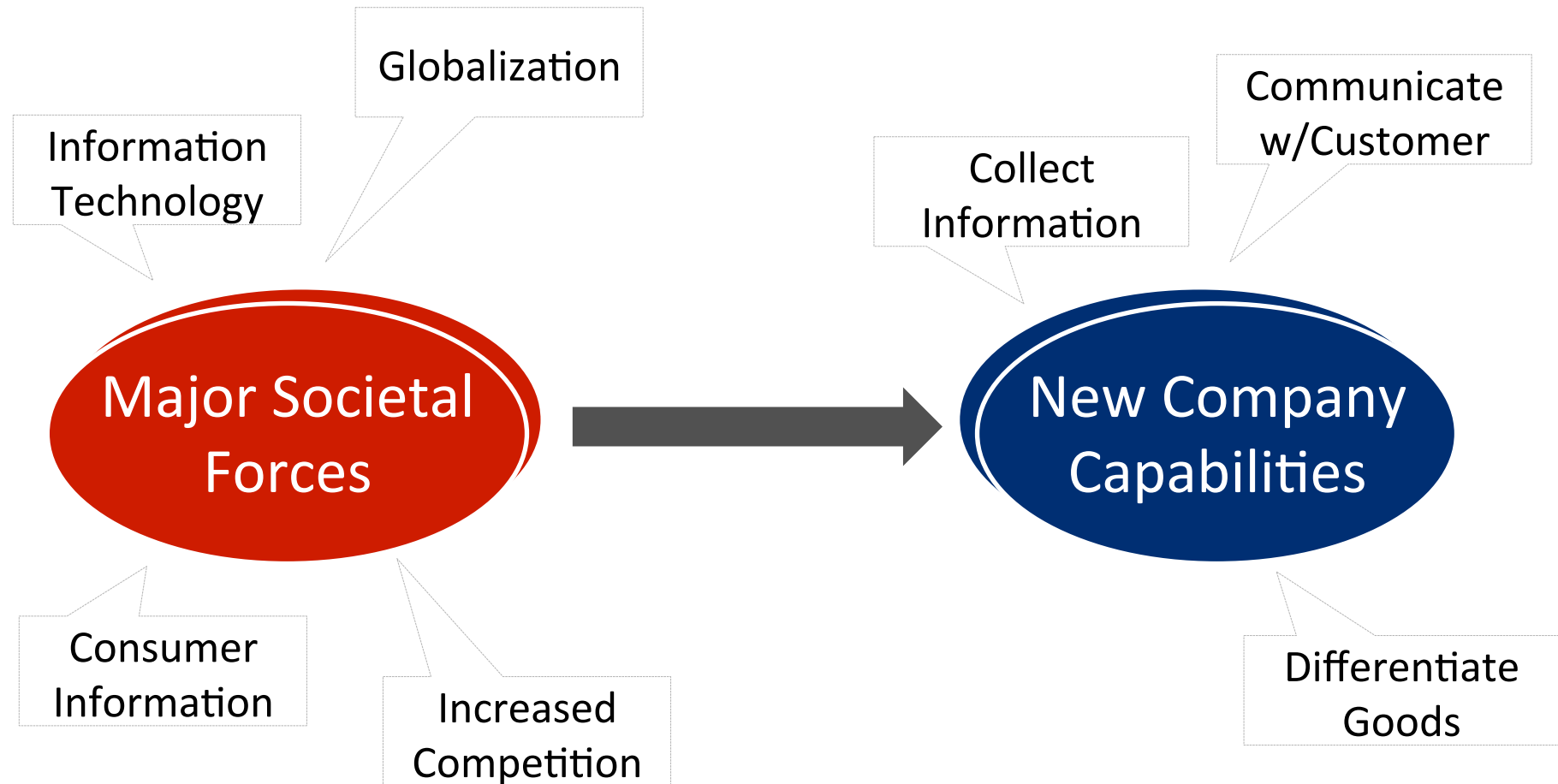


Marketing Environment



Competition

The New Marketing Realities



Who is Responsible for Marketing?

Entire Organization

Marketing Department



Chief Marketing Officer
(CMO)

Marketing Concepts



Quality
Innovation



Create, deliver, and
communicate value



Mass production
Mass distribution

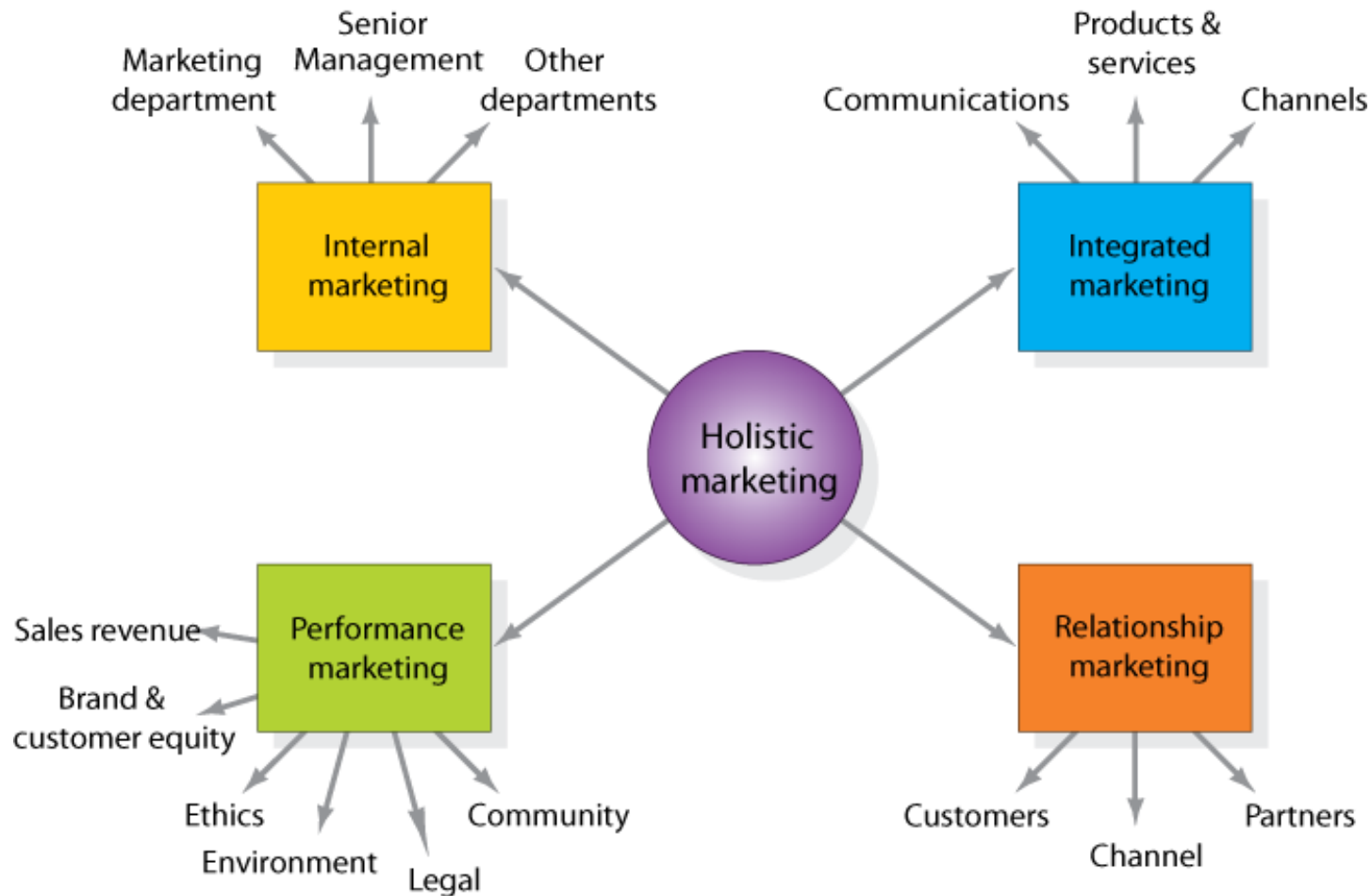


Unsought goods
Overcapacity



Figure 1.3

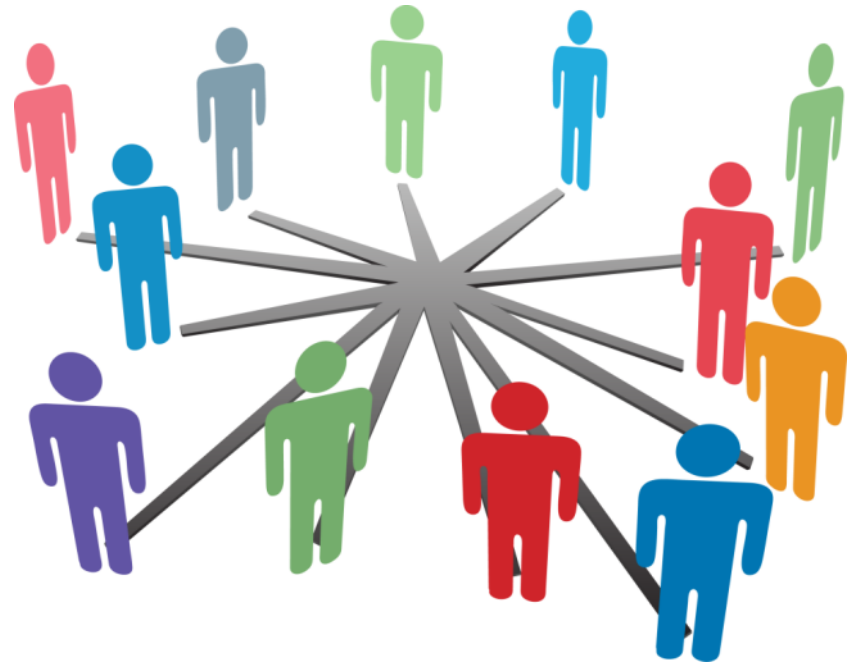
Holistic Marketing Dimensions



Relationship Marketing



Build long-term relationships



Develop marketing networks

Integrated Marketing



Create, communicate, and deliver customer value

Internal Marketing



Performance Marketing



Social Responsibility



Financial Accountability

Figure 1.4

The Four P's of the Marketing Mix



Marketing Management Tasks

- Developing market strategies and plans
- Capturing marketing insights
- Connecting with customers
- Building strong brands
- Shaping market offerings
- Delivering value
- Communicating value
- Creating long-term growth

