

天津外国语大学(天外)  
Tianjin Foreign Studies University  
(TFSU)

References to Marketing

Online class starts at 08:00  
(Beijing Time, GMT+8)

Ivan Monich, PhD  
March 30, 2023



# Marketing Function

Why identify the primary marketing activities of an organization?

- You Are the Product?
- Who Is Your Customer?
- How Do You Reach These Customers?
- What's Your Price?
- Marketing: A Life Skill

As you gain a greater understanding of marketing and its primary activities, you will see it at work all around you. You will become more adept at knowing how marketing works, and why. You will learn about marketing tools and techniques you can apply to your advantage personally and professionally. You'll appreciate the value of good marketing principles in helping you get ahead.



Source: <https://pixabay.com/photos/graduation-diploma-education-1449488/>



# Learning Outcomes

- Explain why the customer is the cornerstone of marketing
- Briefly explain the concepts of segmentation and targeting
- Describe the marketing mix
- Explain how organizations use the marketing mix (often called the four Ps) to market to their target customers
- Explain the role of a marketing plan as a guiding document for marketing activities





# Learning Hacks: What's the Best Use of the (Limited!) Time?

The most efficient way to learn something is by practicing.

This turns out to be a much better use of time than other study techniques like rereading or highlighting.

It turns out that human beings learn by doing. You've probably experienced this yourself – you might feel like you understand something when you're sitting in lecture or reading about it in your textbook, but then you start doing the homework and realize that you haven't quite gotten it yet. It's not until you actually practice the concept that you're learning that it really starts to stick in your brain.



# The Research

When researchers compared practice with other study techniques like rereading and highlighting, here's what they found:

Study Technique	Usefulness
Doing practice questions	High
Spacing out your practice over time	High
Rereading	Low
Highlighting	Low
Summarization	Low



# Outcome: Importance of Customer

**What you'll learn to do: explain why the customer is the cornerstone of marketing**

As we dive into the mechanics of marketing, we begin by locking our focus on the customer.

## **Learning Activities**

The learning activities for this section include the following:

- Reading: Why Customers Matter
- Self Check: Importance of Customer



# Reading: Why Customers Matter



Source: <https://pixabay.com/photos/drinking-coca-cola-soda-glass-cold-647063/>

## Who Are Customers, and Why Do They Matter?

Marketing exists to help organizations understand, reach, and deliver value to their customers. For this reason, the customer is considered the cornerstone of marketing.

With this in mind, what is likely to happen when an organization doesn't understand or pay attention to what its customers want? What if an organization doesn't even really understand who its customers are?



# Focus on Customers: The “Marketing Orientation”

The purpose of marketing is to gain a balance between creating more value for customers against making profits for the organization. To achieve this, many firms have adopted a marketing philosophy or what is generally termed a “marketing orientation.”

A marketing orientation can be defined as focusing the organization on identifying and understanding the customers’ preferences in terms of needs and wants and delivering them more effectively and efficiently than their competitors.







# Staying Close to the Customer

Insightful businesses acknowledge the importance of production and sales but realize that the following three-step process is most effective:

- Continuously collect information about customers' needs and competitors' capabilities
- Share the information across departments, including production and sales
- Use the information to create a competitive advantage by increasing value for customers

Thanks to the Internet and other technological advances, today's consumers have access to far more and far better information than ever before. They also have many more choices. To succeed in this environment, businesses must provide comparable levels of information to competitors, and they must deal with new competitors that are quicker, smarter, and open 24-7-365.







# GLOSSARY

**customer:** a person or organization who pays to consume a product or service; the customer has needs/wants that the business seeks to address

**exchange process:** the act of obtaining a desired object from someone by offering something of value in return

**marketing orientation:** an approach focused on identifying and understanding the customer's needs and wants and addressing them more effectively/efficiently than one's competitors

**production orientation:** an approach focused primarily on technology, innovation, and low production and distribution costs

**sales orientation:** an approach focused on selling a product and using promotion techniques to attain the highest sales possible, regardless of what a customer wants





A graphic of a timer showing 0:30 in large white digits with a black outline, set against a colorful geometric background of triangles in shades of green, yellow, and orange.

# Self Check: Importance of Customer

## Check Your Understanding

Answer the question(s) below to see how well you understand the topics covered in the previous section. This short quiz does not count toward your grade in the class

Surf Diva, a surf instruction company, finds an unmet need in teaching teenage girls how to surf. The girls that attend its classes are:

☐ wholesalers



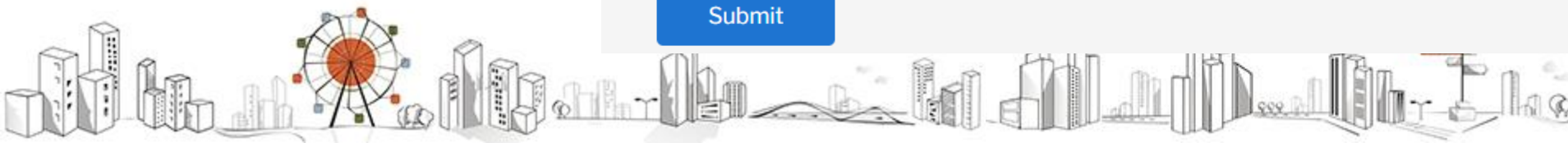
☒ customers

Correct

☐ suppliers

Your confidence level in answering this question was: **Very Sure.**

Submit



# Outcome: Segmentation and Targeting Introduction

What you'll learn to do: briefly explain the concepts of segmentation and targeting

We have established that the customer is at the center of marketing and arguably of business, as well. How do businesses find and communicate with customers?

## Learning Activities

The learning activities for this section include the following:

- Reading: Defining Your Target Market
- Self Check: Segmentation and Targeting Introduction



# Reading: Defining Your Target Market

## Whom Are You Trying to Reach?

Photo showing a hand holding a sponge, washing the hood of a red car.

Suppose you are selling automotive detailing products. Is your target “anyone with money to pay for your product?” Or are you focusing your efforts on a tightly defined market niche of people with an identified need for what you are selling?



# Step 1: Identify the Business Need You Address

To define your total market, start by stating the needs you will fulfill: Who are your products or services intended for? Who do you want to do business with? What is unique about your product? If you're selling products used in automotive detailing, your total market consists of vehicle owners—that is, all the people who could potentially buy your product. Your business will help them keep their vehicles clean and shiny.





## Step 2: Segment Your Total Market

Next, break down this large market into smaller sections, using a process known as segmentation. You can use a variety of approaches to segment your total market into groups with common wants or needs. In this case, we can segment by vehicle ownership and related behavior. Specific segments might include the following:

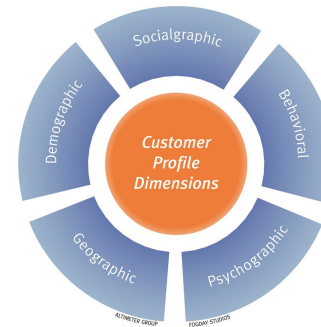
People who restore classic automobiles

- People who drive old clunkers and run them through the car wash occasionally
- People who own “status” cars
- Truck drivers
- Motorcycle owners



## Step 3: Profile Your Target Customer Segment(s)

Next, develop profiles of your target customer(s) to get a true picture of the people you're trying to serve. Describe these potential customers as fully as you can. Who will actually buy your product? What do you know about them? Where are they situated geographically? How much do they spend on car detailing? What are they likely to spend on your products? Where do they shop? What is their annual income? What languages do they speak? What kinds of automobiles do they drive? If you are selling online, what methods do they prefer for online payment? What type of Web sites do they visit? How do they want their product delivered?



## Step 3: Profile Your Target Customer Segment(s)



## Step 4: Research and Validate Your Market Opportunity

Now that you have fully identified your target market, conduct research to verify that there will be enough business in this group to support your company in its growth. This process confirms that the need actually exists and that it's not just wishful thinking on your part.





# Self Check: Segmentation and Targeting Introduction



## Check Your Understanding

Answer the question(s) below to see how well you understand the topics covered in the previous section. This short quiz does not count toward your grade in the class

Chuck E. Cheese's focuses their resources and marketing messages to specifically address their desired customers: families. Chuck E. Cheese's marketing focus is known as:

☐ segmentation



☒ targeting

Correct

☐ mass marketing

Your confidence level in answering this question was: **Pretty Sure.**



# Outcome: Communicating the Value Proposition

What you'll be able to do: define and communicate an organization's value proposition in a competitive marketplace

Once you know your target market, you must have a compelling way to communicate your value proposition. This requires the marketer to answer a number of questions:

- What is value?.
- What is the value this offering provides to the target customer?
- How is the value provided different from the value that competitors provide?
- How are you communicating the promise of value to target customers?



# Outcome: Communicating the Value Proposition

## Learning Activities

The learning activities for this section include the following:

- Reading: Value for the Customer
- Reading: Communicating the Value Proposition
- Self Check: Communicating the Value Proposition



# Reading: Value for the Customer

## What Is Value?

Earlier in this module we discussed that marketing exists to help organizations understand, reach, and deliver value to their customers. In its simplest form, value is the measure of the benefit gained from a product or service relative to the full cost of the item.

Value = benefit – cost





# Value Is More Than Price

You will notice that we did not express value as  $\text{value} = \text{benefit} - \text{price}$ . Price plays an important role in defining value, but it's not the only consideration. Let's look at a few typical examples:

- Example One: Two products have exactly the same ingredients, but a customer selects the higher-priced product because of the name brand. For the marketer, this means that the brand is adding value in the transaction.
- Example Two: A customer shopping online selects a product but abandons the order before paying because there are too many steps in the purchase process. The inconvenience of filling in many forms, or concerns about providing personal information, can add cost (which will subtract from the value the customer perceives).



# Value in a Competitive Marketplace

As if understanding individual perceptions of value weren't difficult enough, the presence of competitors further complicates perceptions of value. Customers instinctively make choices between competitive offerings based on perceived value.

- Competitors vs substitutes
- Competitive advantage
- Differentiation

Hotel vs AirBNB



Source <https://pixabay.com/photos/beijing-cctv-building-6357582/>



# Reading: Communicating the Value Proposition

## What Is a Value Proposition?

We have discussed the complexity of understanding customer perceptions of value. As the company seeks to understand and optimize the value of its offering, it also must communicate the core elements of value to potential customers. Marketers do this through a value proposition, defined as follows:

“

A business or marketing statement that summarizes why a consumer should buy a product or use a service. This statement should convince a potential consumer that one particular product or service will add more value or better solve a problem than other similar offerings.<sup>[1]</sup>

1. Twin, Alexandra. "Value Proposition." Investopedia. Accessed September 10, 2019. <http://www.investopedia.com/terms/v/valueproposition.asp> ↗



A graphic of a timer showing 0:30 in a large, bold, white font with a black outline, set against a colorful, abstract geometric background.

# Self Check: Communicating the Value Proposition

## Check Your Understanding

Answer the question(s) below to see how well you understand the topics covered in the previous section. This short quiz does not count toward your grade in the class

A simple formula to apply when identifying value is:



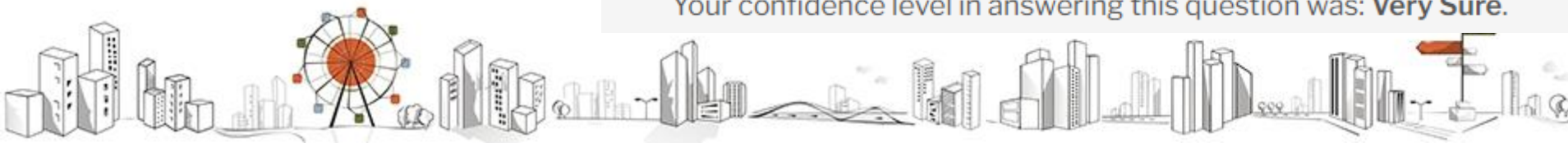
☒ Value = benefit – cost

Correct

☐ Value = product – benefit

☐ Value = benefit – competitive advantage

Your confidence level in answering this question was: **Very Sure.**



# Outcome: Evaluating Value Proposition Examples

What you'll learn to do: evaluate examples of value propositions

In this section, you'll get to review some value propositions that are quite good (in our view). As you read them, think about what they are doing right and how they could be improved.

## Learning Activities

The learning activities for this section include the following:

- Reading: Value Proposition Examples
- Video: Coffee Shop Marketing
- Self Check: Evaluating Value Proposition Examples



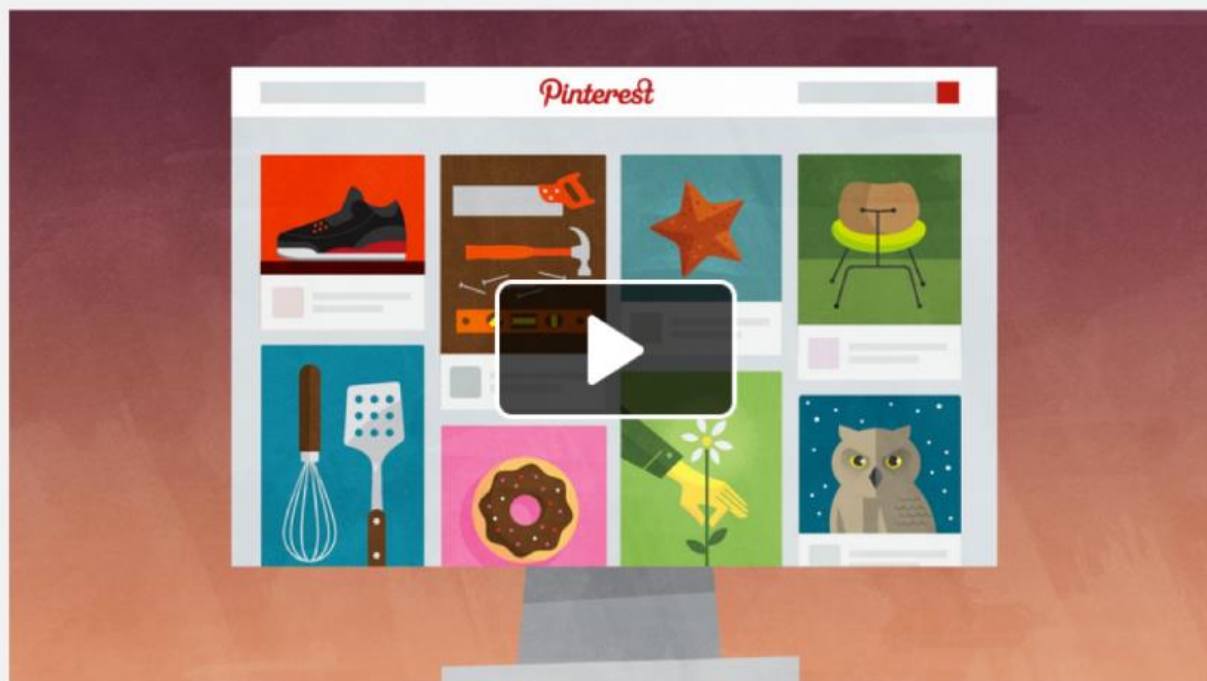


# The Value Proposition in Action

Let's take a look at some real examples and evaluate them. Are they clear, compelling, and differentiating? Keep in mind that you may not be the target market for all of these examples. Your role as a marketer is to evaluate them from the perspective of the target customer.



Discover ideas for any project or interest,  
hand-picked by people like you.



Source: <https://www.pinterest.com/>



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[Launch Skype for Web](#) **BETA**

Source: <http://Skype.com/>





-  Sales
-  Service
-  Marketing
-  Community
-  Analytics
-  Apps
-  IoT

## SOLUTIONS FOR

-  Small Business  
1-99 employees
-  Industries

Source: <http://salesforce.com/>

# Sell smarter with the world's #1 CRM solution.

MORE LEADS. LESS WORK.

WATCH DEMOS

TRY FOR FREE

CAMERON LAKER, CEO &amp; FOUNDER, MINDFIELD







# YOUR RIDE, ON DEMAND

TRANSPORTATION IN MINUTES WITH THE UBER APP

SIGN UP

Source: <http://Uber.com/>





# Video: Coffee Shop Marketing



Starbucks is a powerful global brand that brings with it a sense of being cool and new. A stodgy coffeeshop brand in the United Kingdom had to find a different value proposition to convince coffee drinkers that they were worth another try. Watch the video, below, to see what they tried:

Starbucks vs Costa Coffee vs Luckin coffee

(北京的瑞幸咖啡)



# Video: Coffee Shop Marketing



# Self Check: Evaluating Value Proposition Examples



## Check Your Understanding

Answer the question(s) below to see how well you understand the topics covered in the previous section. This short quiz does not count toward your grade in the class

Gabrielle is a marketer with a non-profit organization building schools in Ecuador. She is given the task to evaluate the organization's new value proposition. To best evaluate the value proposition, she should come from the perspective of the:

☐ company executives



☒ target market

Correct

☐ general population



# Outcome: Marketing Mix

What you'll be able to do: describe the marketing mix

## Learning Activities

The learning activities for this section include the following:

- Reading: Defining the Marketing Mix
- Reading: Components of the Marketing Mix
- Self Check: Marketing Mix





# Defining the Marketing Mix

## Reaching Customers through the Marketing Mix

The value proposition is a simple, powerful statement of value, but it is only the tip of the iceberg. How do marketing professionals ensure that they are reaching and delivering value to the target customer?

- Features: A company has just released a new phone with amazing features that appeal to you.
- Price: You're concerned about the price—is this phone a good deal? Too expensive? So cheap that you suspect there's a “catch”?
- Information: How did you find out about this phone? Did you see an ad? Hear about it from a friend? See pictures and comments about it online?
- Customer service: Is your cell service provider making it easier for you to buy this phone with a new plan or an upgrade?
- Convenience: Could you easily buy it online in a moment of indulgence?



# Defining the Marketing Mix

You can see there are multiple factors that might influence your thinking and decision about what to buy—a mix of factors. Taken together, these factors are all part of the “marketing mix.”

Organizations must find the right combination of factors that allow them to gain an advantage over their competitors. This combination—the marketing mix—is the combination of factors that a company controls to provide value to its target customers.



# Evolving Definitions of the Marketing Mix

There are a few different ways the marketing mix is presented. During the 1950s the components of the marketing mix were conceived as the “four Ps” and were defined as follows:

- Product: the goods and services offered
- Promotion: communication and information
- Place: distribution or delivery
- Price: ensuring fair value in the transaction



Four Ps	Four Cs	Definition
Product	Consumer solution	A company will only sell what the consumer specifically wants to buy. So, marketers should study consumer wants and needs in order to attract them one by one with something he/she wants to purchase.
Price	Cost	Price is only a part of the total cost to satisfy a want or a need. For example, the total cost might be the cost of time in acquiring a good or a service, along with the cost of conscience in consuming it. It reflects the total cost of ownership. Many factors affect cost, including but not limited to the customer's cost to change or implement the new product or service and the customer's cost for not selecting a competitor's product or service.
Promotion	Communication	Communications can include advertising, public relations, personal selling, viral advertising, and any form of communication between the organization and the consumer.
Place	Convenience	In the era of internet, catalogs, credit cards, and smartphones, often people don't have to go to a particular place to satisfy a want or a need, nor are they limited to a few places to satisfy them. Marketers should know how the target market prefers to buy, how to be there and be ubiquitous, in order to provide convenience of buying. With the rise of internet and hybrid models of purchasing, "place" is becoming less relevant. Convenience takes into account the ease of buying the product, finding the product, finding information about the product, and several other factors.

# Evolving Definitions of the Marketing Mix

Over time, new categories of the marketing mix have been proposed. Most are more consumer oriented and attempt to better fit the movement toward a marketing orientation and a greater emphasis on customer value. One example is the four Cs, proposed by Robert F Lauterborn in 1990:

- Customer solution: what the customer wants and needs
- Communication: a two-way dialogue with the customer
- Convenience: an easy process to act or buy
- Cost: the customer's cost to satisfy that want or need





# The Four Ps Alignment with the Four Cs

The Four Ps Alignment with the Four Cs

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# Competitors and the Marketing Mix

The challenge of getting the right marketing mix is magnified by the existence of competitors, who exert market pressures using strategies defined by their marketing mix alternatives. Remember, the purpose of the marketing mix is to find the right combination of product, price, promotion, and distribution (place) so that a company can gain and maintain advantage over competitors.



# Components of the Marketing Mix

## Product

In the marketing mix, the term “product” means the solution that the customer wants and needs. In this context, we focus on the solution rather than only on the physical product. Examples of the product include:

- The Tesla Model S, a premium electric car
- A Stay at a Holiday Inn Express, a low-price national hotel chain
- Doritos Nachos Cheese, a snack food
- Simple, an online banking service





# Promotion

In the marketing mix, the term “promotion” refers to the communications that occur between the company and the customer. Promotion includes both the messages sent by the company and messages that customers send to the public about their experience. Examples of promotion include:

- An advertisement in Cooking Light magazine
- A customer’s review of the product on Tumblr
- A newspaper article in the local paper quoting a company employee as an expert
- A test message sent to a list of customers or prospects



# Place

In the marketing mix, the term “place” refers to the distribution of the product. Where does the customer buy the product? “Place” might be a traditional brick-and-mortar store, or it could be online. Examples include:

- Distribution through an online retailer such as Amazon.com
- Use of a direct sales force that sells directly to buyers
- Sales through the company’s Web site, such as the shoe purchases at Nike.com
- Sales by a distributor or partner, such as the purchase of a Samsung phone from Best Buy or from a Verizon store



Place

Starbucks



Luckin Coffee Inc.

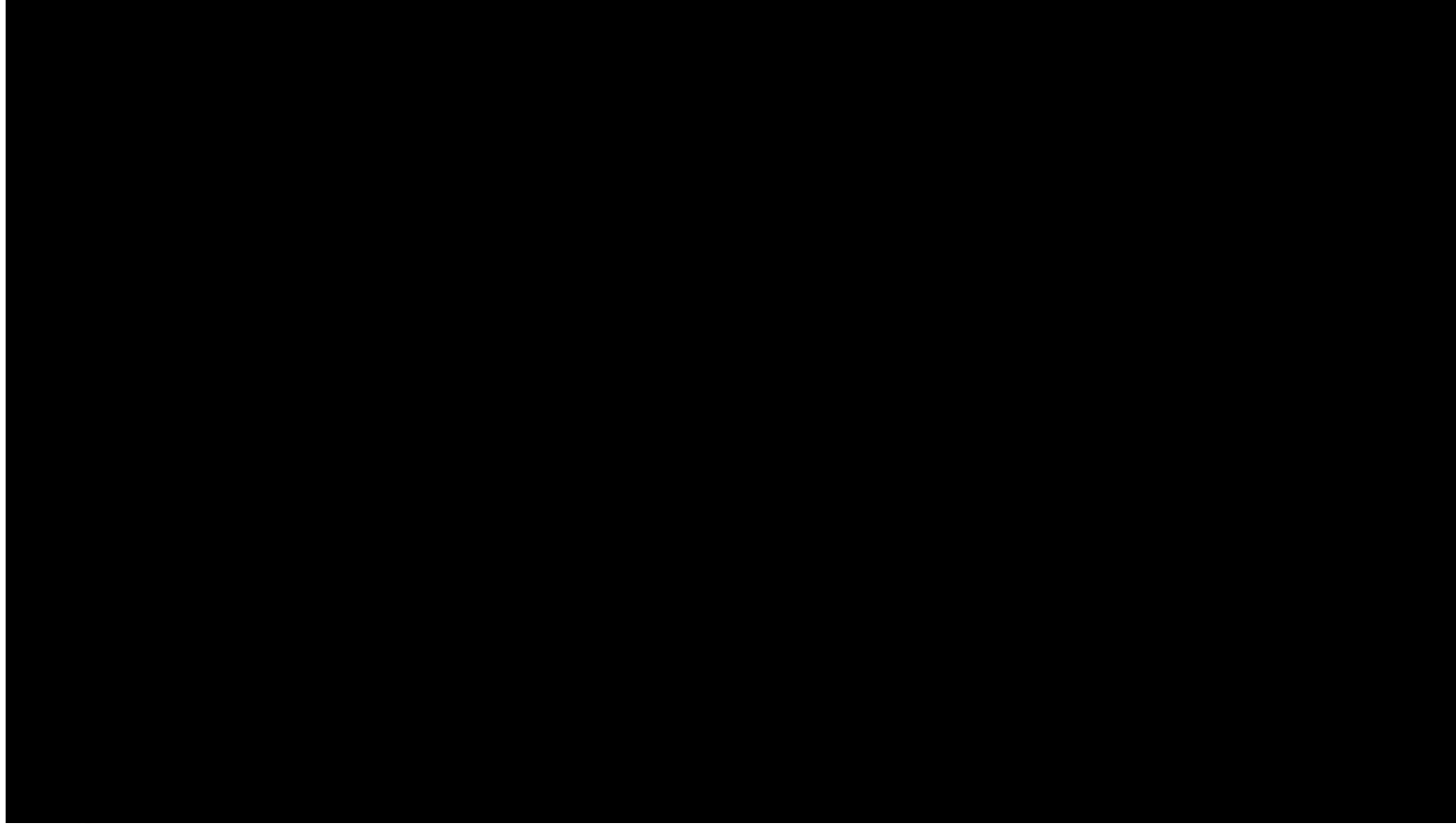


Logo used since 2017

Native name	瑞幸咖啡
Type	Public company
Traded as	OTC Pink Limited: <a href="#">LKNCY</a> (formerly Nasdaq: LK, but delisted 29 Jun 2020)
Industry	Coffee shop
Founded	October 2017; 5 years ago Beijing, China
Founders	Jenny Qian Zhiya Charles Zhengyao Lu
Headquarters	Xiamen, Fujian, China
Number of locations	5,671 total 4,206 Luckin Coffee 1,465 partnerships [1] (2021)
Area served	China

# STARBUCKS ONLINE ORDERING

How did a company like Starbucks that sells hot drinks from a storefront use mobile technology to improve distribution? Watch the video, below, to find out:





# Price

In the marketing mix, the term “price” refers to the cost to the customer. This requires the company to analyze the product’s value for the target customer. Examples of price include:

- The price of a used college textbook in the campus bookstore
- Promotional pricing such as Sonic Drive-In’s half-price cheeseburgers on Tuesdays
- Discounts to trade customers, such as furniture discounts for interior designers



# Self Check: Marketing Mix

## Check Your Understanding

Answer the question(s) below to see how well you understand the topics covered in the previous section. This short quiz does not count toward your grade in the class

The mix of factors a company or organization uses to bring value to its target customers is the definition for the:

☐ product features



☒ marketing mix

Correct

☐ value proposition



# Outcome: Using the Marketing Mix

What you'll learn to do: explain how organizations use the marketing mix to market to their target customers

## Learning Activities

The learning activities for this section include the following:

- Reading: Finding the Right Marketing Mix
- Self Check: Using the Marketing Mix



# Finding the Right Marketing Mix

	Discount	Upscale	Premium
<b>Product</b>	Cleansing product, pleasant smell, low-cost packaging	Cleansing product, pleasant smell, attractive packaging	Cleansing product, pleasant smell created by named ingredients, premium packaging
<b>Promotion</b>	Few, if any, broad communications	National commercials show famous female "customers" with clean, bouncy hair	Differentiating features and ingredients highlighted (e.g., safe for colored hair), as well as an emphasis on the science behind the formula. Recommended by stylist in the salon.
<b>Place</b>	Distributed in grocery stores and drugstores	Distributed in grocery stores and drugstores	Distributed only in licensed salons
<b>Price</b>	Lowest price on the shelf	Highest price in the grocery store (8 times the prices of discount)	3 to 5 times the price of Upscale

How does an organization determine the right marketing mix? The answer depends on the organization's goals. Think of the marketing mix as a recipe that can be adjusted—through small adjustments or dramatic changes—to support broader company goals.

Decisions about the marketing-mix variables are interrelated. Each of the marketing mix variables must be coordinated with the other elements of the marketing program.





# Finding the Right Marketing Mix

Discount, Upscale, and Premium Shampoo Brands and the Marketing Mix

	Discount	Upscale	Premium
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# Finding the Right Marketing Mix

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# Self Check: Using the Marketing Mix

## Check Your Understanding

Answer the question(s) below to see how well you understand the topics covered in the previous section. This short quiz does not count toward your grade in the class

The San Francisco Fun Factory sells kites, toys, and star lanterns. It ran financial reports from the last year which indicate the store has lost 20% of its market share. Before the SF Fun Factory goes through the exercise of analyzing all of the marketing mix areas it should first:



☒ consider and set its business goals

Correct

☐ focus only on one area of the 4Ps

☐ operate each area of the 4Ps independently



# Outcome: Role of Marketing Plan

What you'll learn to do: explain the role of a marketing plan as a guiding document for marketing activities

How do organizations use the marketing mix to achieve results? This requires a clear understanding of the results that the organization hopes to achieve and a plan that brings the activities together.

## Learning Activities

The learning activities for this section include the following:

- Reading: The Role of the Marketing Plan
- Self Check: Role of Marketing Plan





# The Role of the Marketing Plan

Effective marketing requires a plan—specifically, a marketing plan. Although customers should be at the center of any marketing plan, marketing activities do not operate in a vacuum. Instead, marketing is one function within a larger organization, and it operates within a competitive market environment. To ensure the effectiveness of marketing activities, the marketing plan must take all of these factors into account. Furthermore, once a plan is in place, it serves to guide all the marketing activities that an organization undertakes.



# Marketing Plan

## THE MARKETING PLANNING PROCESS



# Marketing Plan Alignment with Company Goals

The executive leadership of a company is charged with creating the framework that aligns and focuses the work of employees: the company's mission, objectives, and strategy. The company's mission describes its purpose and explains why it exists. The executive leadership defines corporate goals and the high-level strategies that marketing activities should support.

THE MARKETING PLANNING PROCESS



# Marketing Plan Input: Situation Analysis

Beyond the company's purpose and focus, the marketing plan must take into account a range of internal and external factors that can be very complex. A situation analysis examines both the internal and external factors that might impact the marketing plan.

Internally, the company has both strengths and weaknesses that will influence the plan, such as its products, workforce, market perceptions, and other characteristics that give it advantages or disadvantages in the market. Outside the organization there are a range of opportunities and threats such as competitors, economic forces, government regulations, and other political factors.



# Translating Marketing Objectives into Strategies and Tactics

Once the organization has conducted a situation analysis and identified its marketing objectives, the next step is to figure out what strategies will be most effective and the tactics that will be used to carry them out. You will learn more about the differences between strategy and tactics later on; for now, think of the strategy as the “big idea,” or approach, and tactics as “the details”—the specific actions that will be taken to make the big idea a reality and help the organization reach its goals.





# Marketing Plan Implementation and Evaluation

Once the plan is in place, the organization begins to implement the strategies. Successful marketing strategies require effective implementation. For example, if the organization has a promotional strategy to launch a social media campaign, then significant work is required to hone the message, manage social media tools, and encourage customers to engage. The strategy cannot achieve results if it is not executed well.

THE MARKETING PLANNING PROCESS



# Self Check: Role of Marketing Plan

## Check Your Understanding

Answer the question(s) below to see how well you understand the topics covered in the previous section. This short quiz does not count toward your grade in the class

You are asked to create a tool the company you work for can use to focus its customer identification and acquisition strategy, plan strategic moves within the competitive market environment, focus company resources, and use the 4Ps of marketing to achieve the company's goals. You would be smart to create a:



☒ marketing plan

Correct

☐ value proposition

☐ strategic plan



# Putting It Together: Marketing Function Summary

## The Four Ps of Marketing

Now that you have a deeper understanding of the marketing function and 4Ps of Marketing Mix

- Product
- Promotion
- Place (Distribution)
- Price





## The Four P's of Marketing

Begin →

## THE MARKETING MIX





Thank you for your attention