

LECTURE ONE

MARKETING PLAN -30%

written = 20%

presentation 10%

workshop 1: week 4

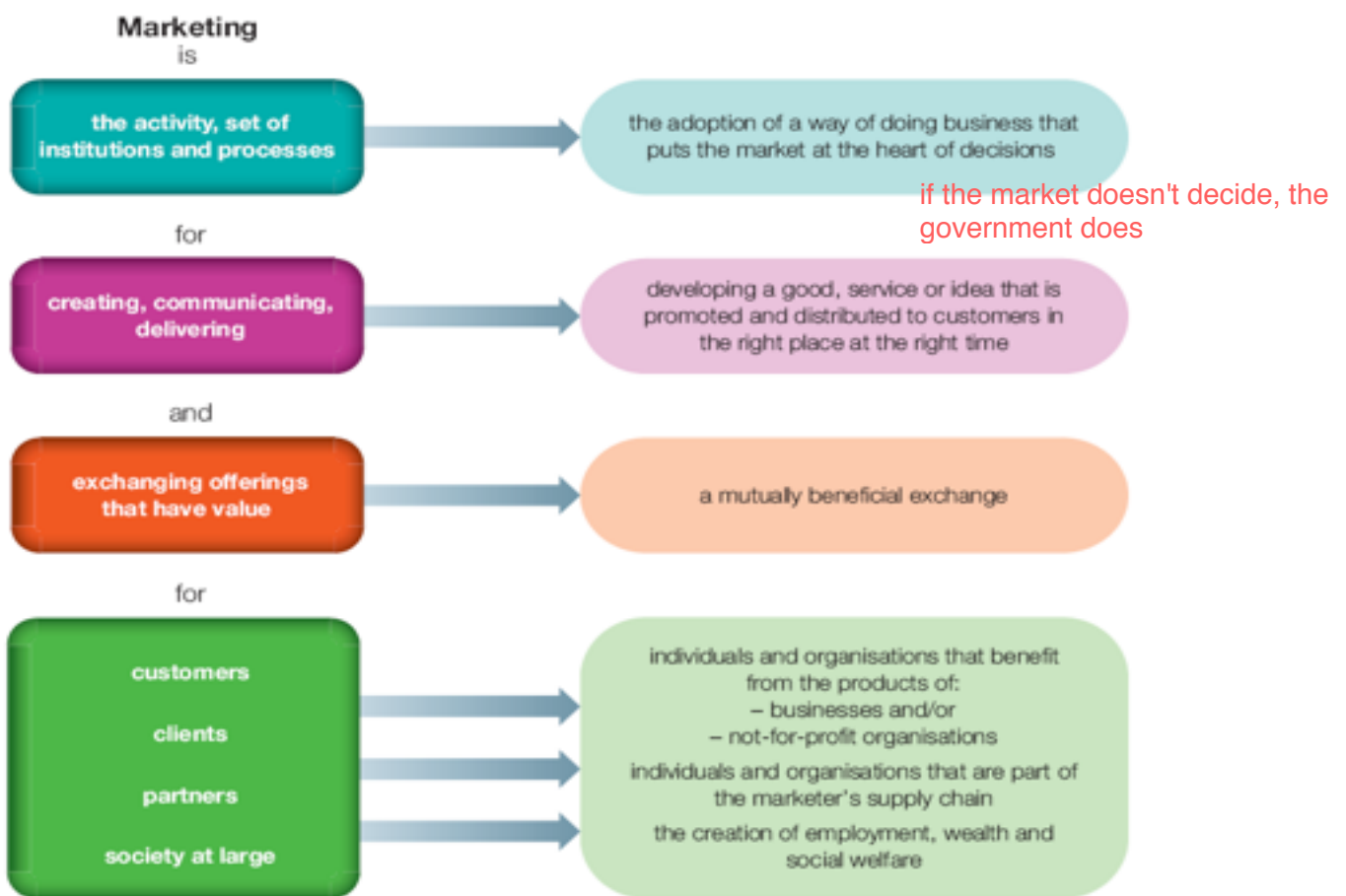
workshop 2-week 8

workshop 3: week 12

• **discuss the importance of ethics and corporate social responsibility**

marketing: "... the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large."

-exchanging goods and services, ideas, choice



- **corporate social responsibility/sustainability** — a commitment to behave in an ethical and responsible manner, work towards minimising negative impact on environment, maximise positive
- McDonald's Rainforest Alliance for coffee

evolving through:

- Trade
- Production orientation — expanding range, quality
- Sales orientation— making profit, what consumers want, one-to-one approach
- Market orientation — are customers happy, are they getting what they want
- Societal market orientation — how do we use it well to get the outcomes we want

- **Service dominant logic** – a focus on the intangible elements that provide value beyond the exchange
- **Customer co-creation** – working with customers as partners in creating value — e.g via youtube
- unique, research to maintain understanding wants of potential customers, core of every decisions

THE MARKETING PROCESS



- *involves understanding the market to create, communicate and deliver an offering for exchange, ongoing cycle*
- understand consumers, the market, how they are currently situated
 - market research, reviewing sales data, situation analysis, assessment of m. enviro and markets (local/international), position relative to competition, consumer and business buying behaviour
 - understand consumer motivations, abilities, opportunities to act
- generate brand loyalty = asset, cheaper than finding new customers
- current trends, create new products to maintain sales and growth, communicate to market (mass media, point-of-sale campaign) to reach target market, ensure product is delivered and available at a time and place for convenience
- delivery = quality and satisfaction, reliable, fulfil promises

THE EXCHANGE OF VALUE

- **EXCHANGE:** *the mutually beneficial transfer of offerings of value between the buyer and seller*
- **A successful marketing exchange involves:**
 - two or more parties, each with something of value desired by the other party
 - all parties must benefit from the transaction
 - the exchange must meet both parties' expectations (e.g. quality, price)

- **VALUE:** *a customer's overall assessment of the utility of an offering based on perceptions of what is received and what is given*
- ratio b/w quality and price — comparison b/w what a customer gets and gives (benefits received in relation to its price)
- Value = Quality / Price = Benefits expected / Benefits received
- Value refers to the '**total offering**' — loyalty, reputation, how employees act, features of product, after sale service, quality, price
- competing influence how customer perceives value
- different perception: value = low price or balance b/w quality & price

THE MARKET

- *a group of customers with heterogeneous (different) needs and wants*
- Examples includes:
 - Geographic market
 - Product markets
 - Demographic markets
- view products in terms of meeting customer needs and wants

CUSTOMERS

- *those people who purchase products for their own or someone else's use*
- **Consumers:** *people who use the good or service*

CLIENTS

- *'customers' of the product for not-for-profit organisations*

PARTNERS

- *organisations or individuals who are involved in the activities and processes for creating, communicating and delivering offerings for exchange*
- e.g advertising consultant for sports club, supplier of raw materials, retailer

SOCIETY

- *a body of individuals living as members of a community*
- environmental awareness — Toyota Prius (hybrid) — concern for natural environment, responsible use of resources, sustainable practices, social equity
- higher profits, market capitalisation