

UTS 24734
Marketing Management
Subject Notes

Chapter 1 – Defining Marketing:

- **Marketing** → identifying and meeting human and social needs
- **Marketer** → someone who seeks a response (attention, purchase, vote or donation from another party, called the prospect)
- **Marketing Management** → art and science of choosing target markets and getting, keeping & growing customers through creating, delivering and communicating superior customer value.
- **10 types of entities that are marketed** → goods, services, events, experiences, persons', places, properties, organisations, information and ideas.
- **Eight states of demand;**
 1. Negative – consumers dislike the product, may pay to avoid it
 2. Nonexistent – consumers may be unaware or uninterested in the product
 3. Latent – consumers share strong need that can't be satisfied by existing product
 4. Declining – consumers begin to buy the product less frequently, or not at all
 5. Irregular – consumer purchases vary on a seasonal, monthly, weekly or daily basis
 6. Full – consumers are buying all products put into the marketplace
 7. Overfull – more consumers would like to buy the product than can be satisfied
 8. Unwholesome – consumers may be attracted to products with undesirable social consequences
- **Industry** → collection of sellers, **Market** → collection of buyers
- **Key customer markets** → consumer, business, global, non-profit and government
- **Consumer;** selling mass consumer goods and services
- **Business;** selling business goods and services
- **Global;** global companies navigate cultural, language, legal and political differences in order to adapt product/services into each country
- **Non-profit & Government;** selling to NPOs such as churches, universities, charities and government agencies
- **Core marketing concepts;** needs, wants and demands, target markets, positioning and segmentation, offerings and brands, marketing channels, paid, owned and earned media, impressions and engagement, value and satisfaction, supply chain, competition and marketing environment.
- **Needs** → basic human requirements, **Wants** → needs directed at specific objects, **Demands** → wants for a specific product backed by an ability to pay for it
- **Five types of needs; stated, real, unstated, delight and secret**
- **Target market** → distinct buyer segment that presents the greatest opportunity
- **Value proposition** → set of benefits that satisfy consumer needs
- **Brand** → an offering from a known source
- **Communication channel** → deliver and receive messages from target buyers
- **Distribution channel** → help display, sell or deliver the physical product or service
- **Service channel** → carry out transactions with potential buyers
- **Paid media** → TV, magazine & display ads, marketers show their brand for a fee

- **Owned media** → communication channels that marketers own e.g. company website
- **Earned media** → are streams in which consumers or press communicate about something via word of mouth or viral marketing
- **Impression** → when consumers view a communication
- **Engagement** → customer's attention and active involvement with communication
- **Value** → combination of quality, service and price aka the customer value triad
- **Satisfaction** → person's judgement of a product's perceived performance in relationship to expectations
- **Supply chain** → a channel stretching from raw materials to components to finished products carried to final buyers
- **Competition** → actual/potential rival offerings & substitutes that buyers may consider
- **Task environment** → actors engaged in producing, distributing & promoting offerings
- **Broad environment** → six components demographic, economic, socio-cultural, natural, technological and political-legal environment
- **New consumer capabilities;** use the internet as an information/purchasing aid, communicate and purchase on the move, use social media to share opinions, actively interact with companies, and reject marketing they deem inappropriate.
- **New company capabilities;** use the internet as an information/sales channel, collect richer information about markets and customers, reach consumers quickly via social media and mobile marketing, improve purchasing, recruiting and training communication, improve their cost efficiency.
- **Retail transformation;** building entertainment into store, coffee bars and demonstrations etc.
- **Disintermediation;** intervening in the traditional flow of goods.
- **Private labels;** retailers that market their own store brands
- **Mega-brands;** extend into related product categories of two or more industries
- **Deregulation;** deregulate industries to create greater competition and growth opportunities.
- **Privatization;** convert public companies to private to increase their efficiency
- **Production concept** → consumers prefer products that are widely available & cheap
- **Product concept** → consumers favour products that offer the most quality, performance features.
- **Selling concept** → consumers, if left alone, won't buy enough products
- **Marketing concept** → to find the right product for consumers
- **Holistic marketing concept** → development, design and implementation of marketing activities.
- **Relationship marketing** → building long-term relationships with consumers to earn & retain their business.
- **Marketing network** → the company & supporting stakeholders; customers & staff etc.

- **CRM** → Customer Relationship Management, **PRM** → Partner Relationship Management
- **Integrated marketing**; when marketer devises activities to create, communicate & deliver value for consumers.
- **Internal marketing**; hiring, training, motivating employees to serve customers well.
- **Performance marketing**; understanding the financial and nonfinancial returns to business and society from marketing activities.
- **4 A's of Marketing** → Acceptability, Affordability, Accessibility and Awareness
 1. **Acceptability**; extent to which company's offering exceeds expectation.
 2. **Affordability**; extent to which customers are able to pay for product's price.
 3. **Accessibility**; extent to which customers are able to acquire the product.
 4. **Awareness**; extent to which consumers are informed of product's features.
- **Marketing Management Tasks:**
 1. Develop marketing strategies and plans
 2. Capture marketing insights
 3. Connect with customers
 4. Build strong brands
 5. Create value
 6. Deliver value
 7. Communicate value
 8. Conduct marketing responsibly for long-term success