

Topics:

Week 1: Introduction to Marketing, the Marketing Environment, and Market Analysis

Week 2: Market Research

Week 3: Consumer Behaviour

Week 4: Segmentation, Targeting and Positioning

Week 5: Product

Week 6: Price

Week 7: Promotion

Week 8: Place

Week 9: Services, Social, and Not-for-profit Marketing

Week 10: Digital and International Marketing

Week 11: Data and Analytics

**Brand** - A collection of symbols such as a name, logo, slogan and design intended to create an image in the customer's mind that differentiates a product from competitors' products.

**Bundle of attributes** - The features and functions of a product that benefit the customer.

**Clients** - 'Customers' of the products of not-for-profit organisations.

**Consumers** - People who use the good or service.

**Corporate social responsibility** - The obligation of businesses to act in the interests of the societies that sustain them.

**Customers** - People who purchase goods and services for their own or other people's use.

**Demand** - A want that a consumer has the ability to satisfy.

**Distribution (or place)** - The means of making the offering available to the customer at the right time and place.

**Ethics** - A set of moral principles that guide attitudes and behaviour.

**Exchange** - The mutually beneficial transfer of offerings of value between the buyer and seller.

**Good** - A physical (tangible) offering capable of being delivered to a customer.

**Greenwashing** - The dissemination of questionable or potentially misleading information by an organisation in relation to its products, in order for the organisation and its products to be perceived as environmentally friendly.

**Logistics** - That part of the marketing process concerned with supply and transport.

**Market** - A group of customers with heterogeneous needs and wants.

**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.

**Marketing mix** - A set of variables that a marketer can exercise control over in creating an offering for exchange.

**Marketing process** - A process that involves understanding the market to create, communicate and deliver an offering for exchange.

**Need** - A day-to-day survival requirement: food, shelter and clothing.

**Partners** - Organisations or individuals who are involved in the activities and processes for creating, communicating and delivering offerings for exchange.

**Physical evidence** - Tangible cues that can be used as a means to evaluate service quality prior to purchase.

**Process** - The systems used to create, communicate, deliver and exchange an offering.

**Product** - A good, service or idea offered to the market for exchange.

**Promotion** - The marketing activities that make potential customers, partners and society aware of and attracted to the business's offerings.

**Services** - Activities, performances or benefits that provide value and are offered for sale, but which involve neither an exchange of tangible goods nor a transfer of title.

**Social marketing** - A process that uses commercial marketing principles and techniques to influence target audience behaviours that will benefit society, as well as the individual.

**Stakeholders** - Individuals, organisations and other groups that have a rightful interest in the activities of a business.

**Supply chain** - The parties involved in providing all of the raw materials and services that go into getting a product to the market.

**Sustainable development** - Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

**Sustainable marketing** - The 'way and means' for combining ecological and economic elements through innovative products and systems.

**Target market** - A group of customers with similar needs and wants.

**Value** - A customer's overall assessment of the utility of an offering based on perceptions of what is received and what is given.

**Want** - A desire, but not necessary for day-to-day survival.

**Economic forces** - Those factors that affect how much people and organisations can spend and how they choose to spend it.

**Environmental analysis** - A process that involves breaking the marketing environment into smaller parts in order to gain a better understanding of it.

**Environmental forces** - The environmental factors that affect individuals, companies and societies.

**External environment** - The people and processes that are outside the organisation and cannot be directly controlled.

**Internal environment** - The parts of the organisation, the people and the processes used to create, communicate, deliver and exchange offerings that have value. The organisation can directly control its internal environment.

**Internal marketing** - A cultural framework and a process to achieve strategic alignment between front-line employees and marketing.

**Laws** - Legislation enacted by elected officials.

**Macro environment** - The factors outside of the industry that influence the survival of the company; these factors are not directly controllable by the organisation.

**Marketing environment** - All of the internal and external forces that affect a marketer's ability to create, communicate, deliver and exchange offerings of value.

**Marketing metrics** - Measures that are used to assess marketing performance.

**Marketing planning** - An ongoing process that combines organisational objectives and situation analyses to formulate and maintain a marketing plan that moves the organisation from where it currently is to where it wants to be.

**Micro environment** - The forces within an organisation's industry that affect its ability to serve its customers and clients — target markets, partners and competitors.

**Opportunities** - Factors that are potentially helpful to achieving the organisation's objectives.

**Political forces** - The influence of politics on marketing decisions.

**Regulations** - Rules made under authority delegated by legislation.

**Situation analysis** - An analysis that involves identifying the key factors that will be used as a basis for the development of marketing strategy.

**Sociocultural forces** - The social and cultural factors that affect people's attitudes, beliefs, behaviours, preferences, customs and lifestyles.

**Strengths** - Those attributes of the organisation that help it achieve its objectives.

**SWOT analysis** - An analysis that identifies the strengths and weaknesses and the opportunities and threats in relation to an organisation.

**Threats** - Factors that are potentially harmful to the organisation's efforts to achieve its objectives.

**Weaknesses** - Those attributes of the organisation that hinder it in trying to achieve its objectives.

**Causal research** - Research that assumes that a particular variable causes a specific outcome and then, by holding everything else constant, tests whether the variable does indeed effect that outcome.

**Descriptive research** - Research used to solve a particular and well-defined problem by clarifying the characteristics of certain phenomena.

**Exploratory research** - Research intended to gather more information about a loosely defined problem.

**Hypothesis A** - tentative explanation that can be tested.

**Market research** - A business activity that discovers information of use in making marketing decisions.

**Market research brief** - A set of instructions and requirements that generally states the research problem and the information required, and specifies the timeframe, budget and other conditions of the project.

**Marketing information system (MIS)** - The structure put in place to manage information gathered during the usual operations of the organisation.

**Non-probability sampling** - A sampling approach that provides no way of knowing the chance of a particular member of the population being chosen as part of the sample that will be studied.

**Population** - All of the things (often people) of interest to the researcher in the particular research project.

**Primary data** - Data collected specifically for the current market research project.

**Probability sampling** - A sampling approach in which every member of the population has a known chance of being selected in the sample that will be studied.

**Qualitative research** - Research intended to obtain rich, deep and detailed information about the attitudes and emotions that underlie the behaviours that quantitative research identifies.

**Quantitative research** - Research that collects information that can be represented numerically.

**Research design** - The detailed methodology created to guide the research project and answer the research question.