

MKTG1001 Final Exam Preparation Notes HD

The marketing mix (4Ps) – Product, Promotion, Place, Price: The set of controllable marketing tools the firm uses in order to serve a market

3 competitive market strategies

- ① Building a better product at a market price (Product)
- ② Building a same product at a lower price (Price)
- ③ Creating a monopoly through customer franchise (Monopoly)

Types of marketing

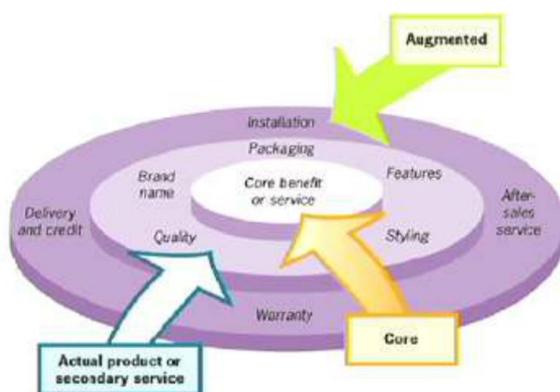
- Event marketing
 - Marketing physical products with those of services, particularly the **experiential** aspects of sporting, **entertainment** and other **staged events** delivered over a period of time
 - Products in their own right, as well as providing sponsorship opportunities
 - E.g. The Easter Show in Sydney, sporting events like the Olympics and the World Cup
- Person marketing
 - Marketing a person
 - Developing and building a high profile of an individual
- Cause-related marketing
 - Marketing an idea or social cause which is linked to behavioural change
 - Marketing that has a social impact and designed to change social attitudes
 - E.g. not drinking alcohol, using more public transports, drink driving, drugs, etc
 - Firms may use cause-related marketing to support charities
- Not-for-profit marketing
 - Marketing activities done by non-profit organisations, ultimately leading to donation, bequest or some other contribution
 - E.g. charities, professional associations, churches, education, RSPCA
- Political marketing
 - Marketing politician or political messages
- Experiences marketing
 - Consumers are actively involved
 - e.g. place marketing (theme parks, bridge climb, destinations, holiday resort), snorkelling, jet skis

Product

- Anything offered to a market for attention, acquisition, use or consumption that might satisfy a need or want (function of a product: to satisfy a need)
 - Physical goods e.g. biscuits, laptop, furniture
 - Services e.g. banking, transport, education
 - Organisations e.g. commercial and NFP
 - Persons e.g. celebrities, artists, performers
 - Places e.g. parks, tourist destination
 - Events and experiences e.g. festivals, sporting events, holidays, concerts, movies
 - Ideas e.g. political marketing, social ideas
- A product meets a need; We all may have the same needs, but how to satisfy them can differ
e.g. tired → sleep, coffee, movie, coke, dinner out, cigarette. (several products may meet the same need)
- A product is always connected to target market and positioning (in the mind of consumers)
- ① Non-durable/FMCG (Fast-moving Consumer Goods): products consumed in a single use or on few occasions, used regularly
- ② Durable products: products that are used over an extended period

Total product

Marketing management need to think about their product offerings as a 'total product', consisting of 3 levels – core level, actual level, augmented level



① Core product

- What is the buyer really buying?
- The need being satisfied

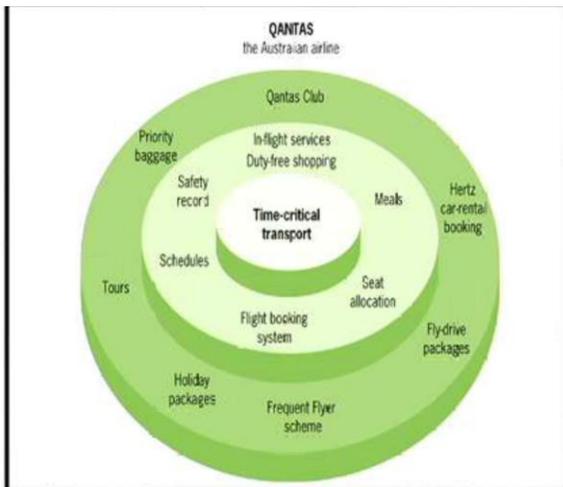
② Actual product

- How is product seen in the marketplace
- Characteristics consist of quality, features, packaging, brand name and styling

③ Augmented product

- Additional consumer services and benefits built around the core and actual products
- Brand offers other additional things that differentiate itself from the competitors - differentiation occurs at the augmented level

E.g. Qantas airlines



E.g. Cereal

- Core benefit/need (core): fast, easy, healthy breakfast meal
- Developing a product offering (actual): Wheat cereal in blocks
- Provide product support and extra benefits (augmented): stuff to read on the pack, card/toy, access website, free replacement, recipes on pack

E.g. Financial club

- Core benefit/need (core): manage personal investment
- Developing a product offering (actual): term deposits, saving accounts
- Provide product support and extra benefits (augmented): financial newsletter, insurance discounts, special rates

Product differentiation