

Final Exam Preparation

Marketing: Creating and Capturing Customer Value

- *Marketing*: is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return.
- *Needs*: states of felt deprivation.
- *Wants*: the form taken by human needs, which are shaped by social forces.
- *Demands*: human wants backed by buying power.
- A *product* is anything that can be offered to satisfy a need or want.
 - A *market offering* is some combination of products, services, information or experiences offered to a market to satisfy a need or want.
- An *exchange* is the act of obtaining a desired object from someone by offering something in return.
 - A *transaction* is a trade between two parties that involves at least two things of value, agreed-upon conditions, and a time and place of agreement. It is the basic unit of *exchange*.
- A *market* is the set of all actual and potential buyers of a product or service.
- A *marketer* is someone seeking a resource from someone else and willing to offer something of value in exchange.
- *Marketing Management*: choosing target markets and building profitable relationships with them. It involves managing demand, which in turn involves managing customer relationships.
 - *Negative Demand*
 - *No Demand*
 - *Latent Demand*
 - *Declining Demand*
 - *Irregular Demand*
 - *Full Demand*
 - *Overfull Demand*
 - *Unwholesome Demand*
- Marketing Management Orientations
 - *Production Concept*: consumers will favor those products that are widely available and low in costs

- *Product Concept*: consumers will favor those products that are of high quality, performance and innovative features.
- *Selling Concept*: consumers will not buy enough of the firm's products unless it undertakes a large-scale selling and promotion effort.
- *Marketing Concept*: achieving organisational goals through determining the needs and wants of target markets and delivering the desired satisfactions better than competitors do.