

Principles of Marketing

营销学原理

University of International
Business and Economics



对外经济贸易大学

国际商学院 市场营销学系

Course Organization

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- **Part I - Understanding Marketing and the Marketing Process**
- **Part II - Developing Marketing Opportunities and Strategies**
- **Part III - Developing the Marketing Mix**



Principles of Marketing

Session 1

Overview of Marketing



- I. What is Marketing?**
- II. Evolution of Marketing**
- III. Marketing Management**
- IV. Marketing Management Philosophies**

I. What is Marketing?

1-5

- **Definition**
- **Role**
- **Core Concepts**



Definition

1-6

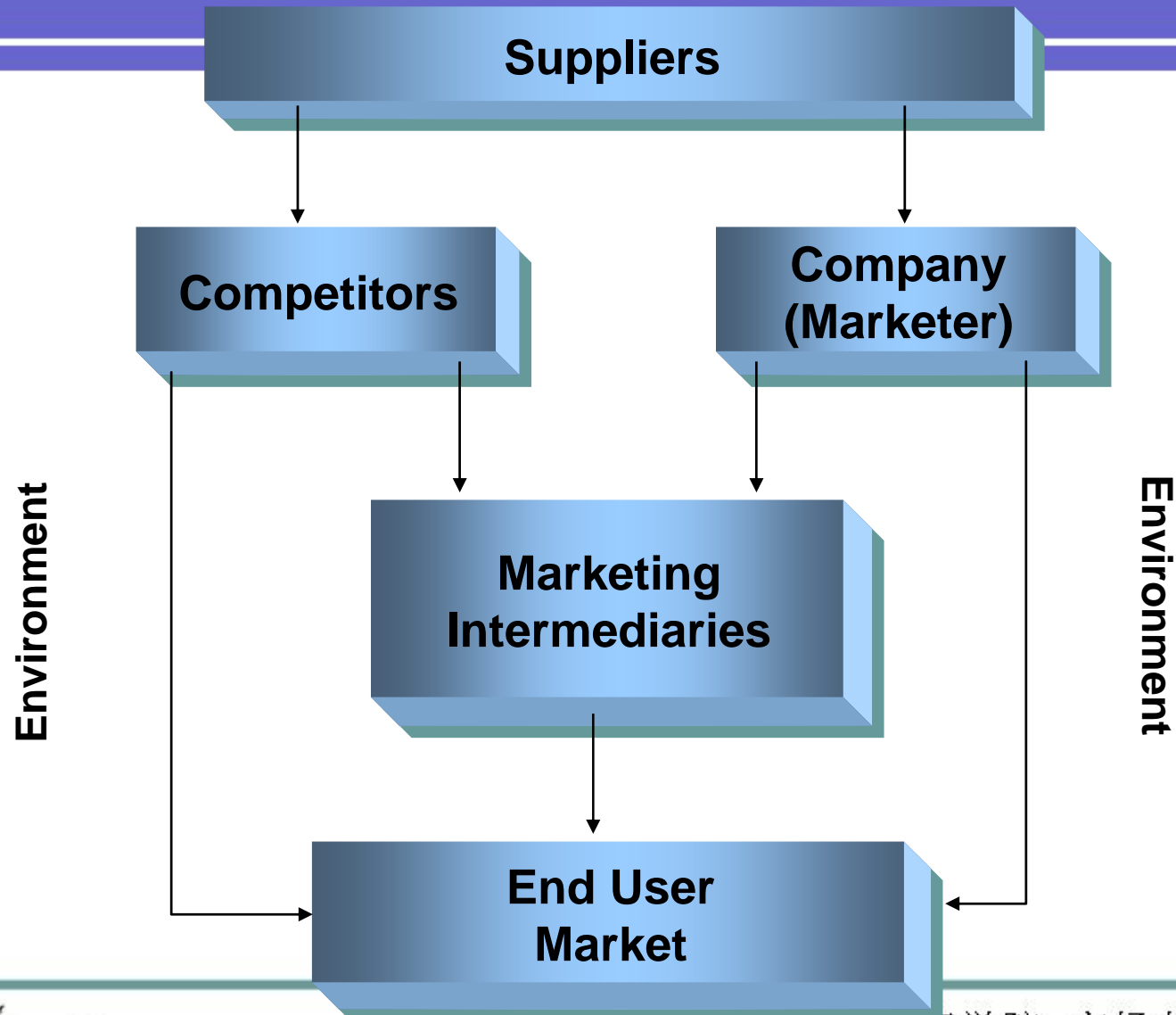
Marketing is a societal process whereby individuals and groups obtain what they need and want through creating and exchanging products and value with others.

-- Kotler & Armstrong (p. 6)

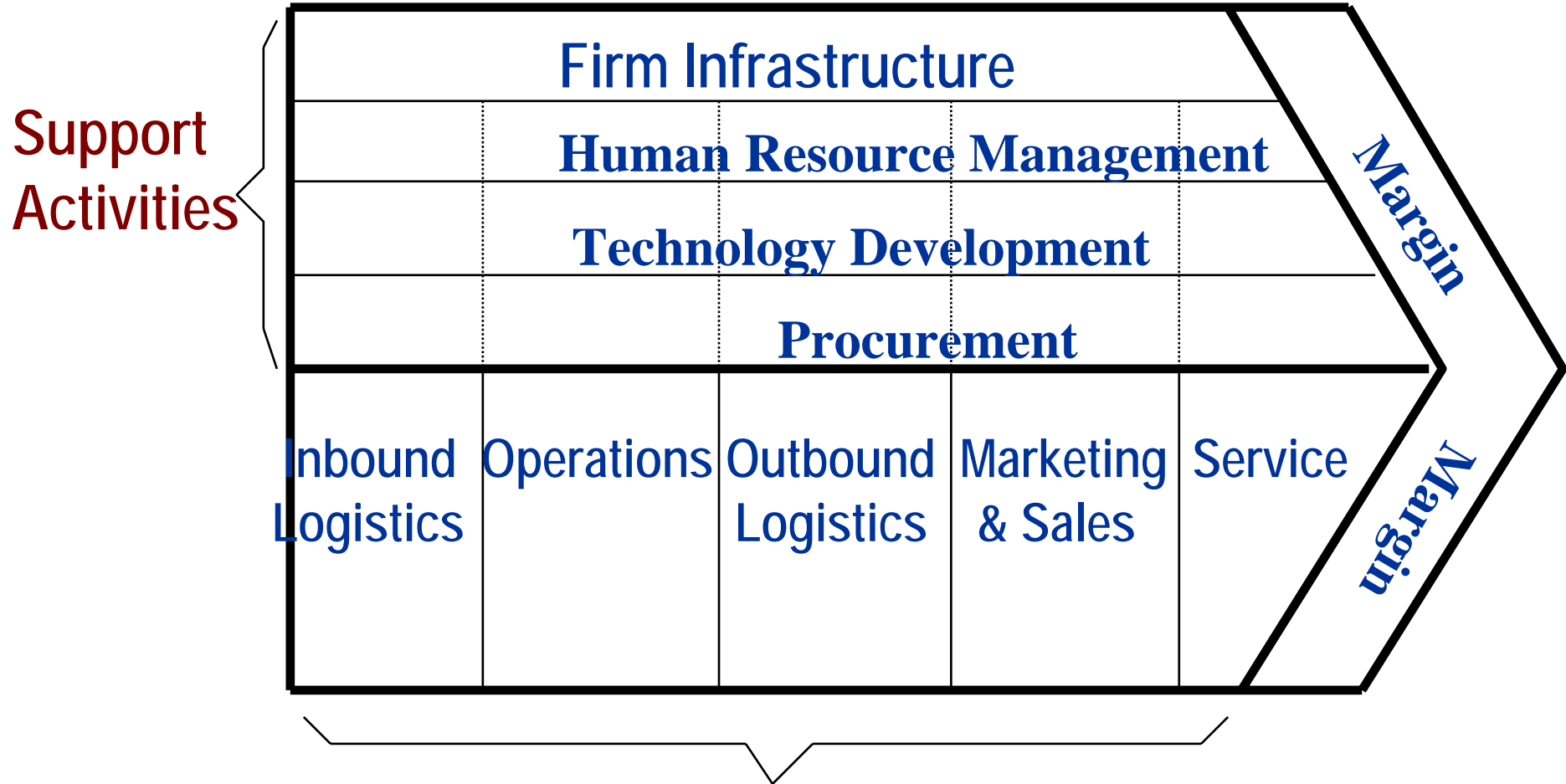


The Role of Marketing

1-7



The Generic Value Chain



Primary Activities

-- Michael E. Porter

The Value Equation

1-9

$$V = \frac{B}{P}$$

Where:

V = Value

B = Perceived Value

P = Price

Value is enhanced by increasing the numerator or reducing the denominator



Value Chain Boundaryless Marketing

1-10

Marketing

**Customer
Needs
and Wants**



R & D



**Engine
ering**



**Manufac
turing**



**Customer
Value**

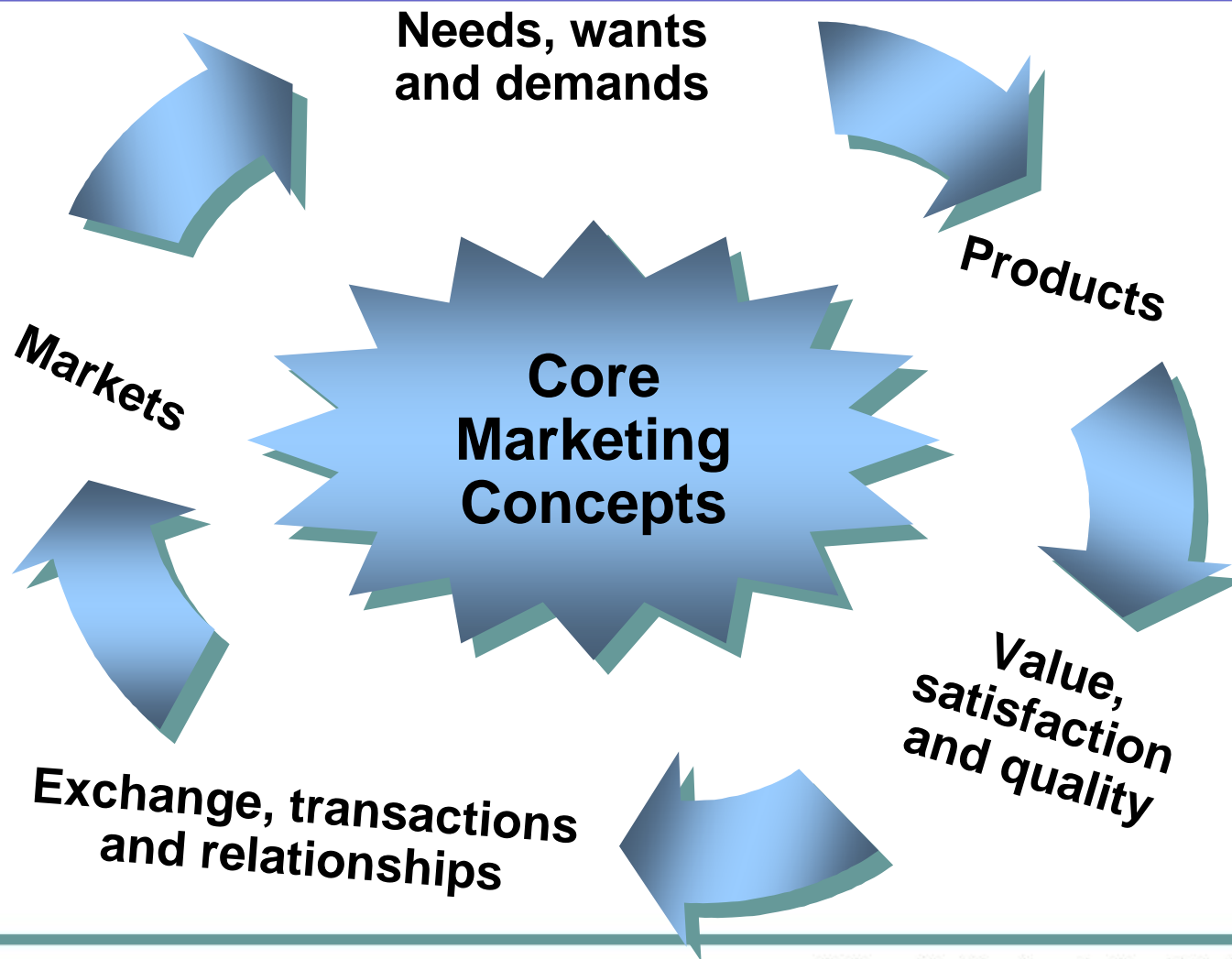


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Core Concepts

1-11

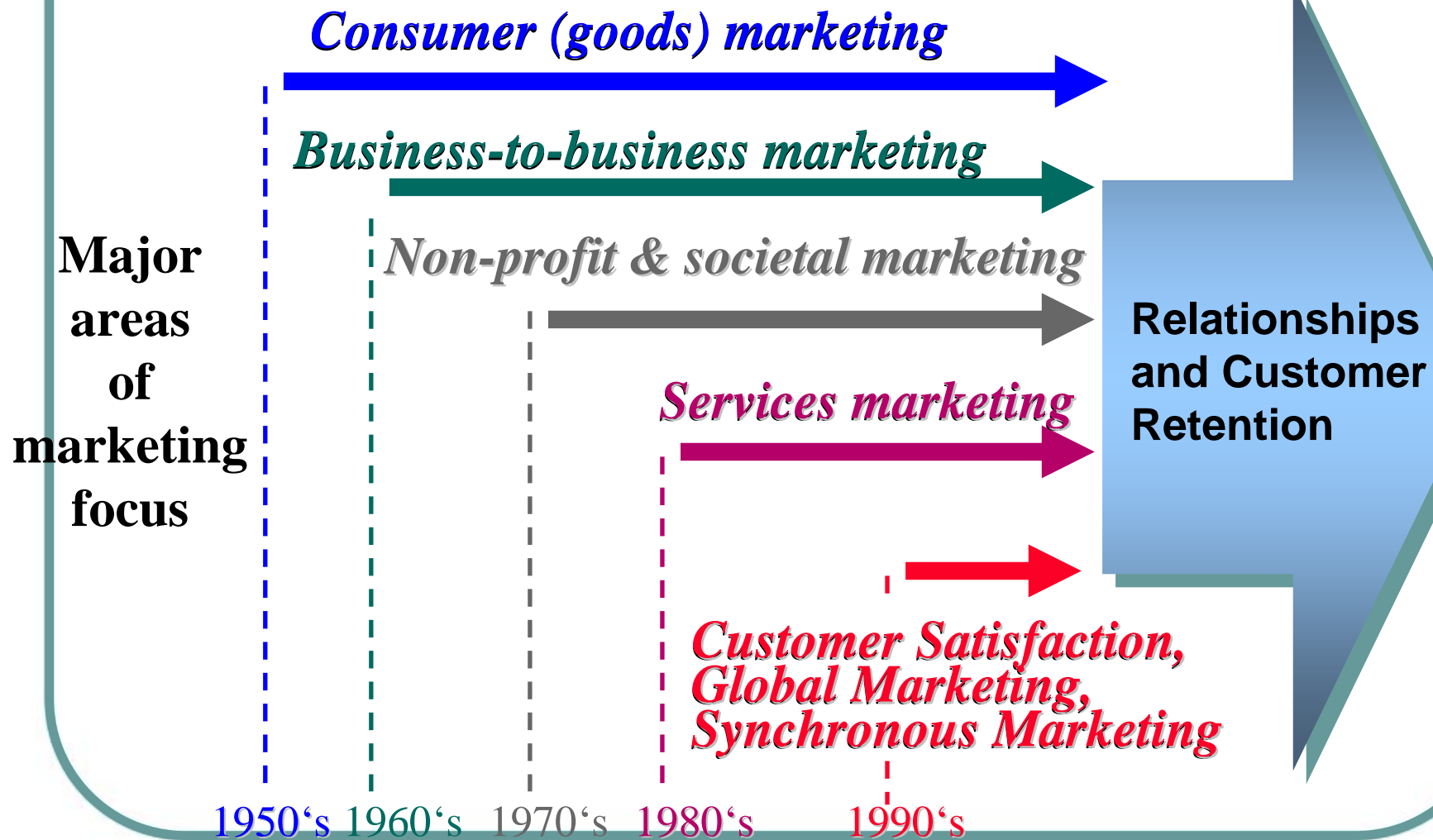


II. Evolution of Marketing



The Development of Marketing Science

1-13



Evolution of Marketing Philosophies

1-14

	old	New	Strategic
Era	Pre-1960	1960—1990	1990年—
Focus	Product	Customer	Way of Doing Business
Means	Telling & Selling	Integrated Marketing mix	Knowledge & Experience
End	Profit	Value	Mutually Beneficial Relationship
Marketing is ...	Selling	A Function	Everything



III. Marketing Management



Key Concepts for Managing Marketing

1—16

- **Demand Management**
- **Customer Lifetime Value**
- **Marketing Management**



Demand Management

1-17

DEMAND STATE

- Negative demand
- No demand
- Latent demand
- Faltering demand
- Irregular demand
- Full demand
- Overfull demand
- Unwholesome demand

MARKETING TASK

- disabuse demand
- create demand?
- develop demand
- revitalize demand
- synchronise
- maintain demand
- reduce demand
- destroy demand

SOME ACTIONS

- changed attitudes?
- connect attributes & needs, AIOs
- develop product
- add blue beads..
- led spot specials
- measure performance
- demarketing
- Kissing a smoker is like licking the bottom of an ashtray



IV. Marketing Management Philosophies



Marketing System Goals

1-19

- **Maximize Quality of Life**
- **Maximize Consumption**
- **Maximize Satisfaction**
- **Maximize Choice**

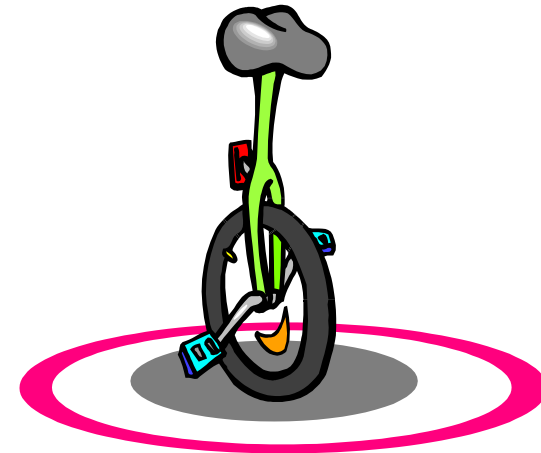


6. Marketing Philosophies

1—20

Key Marketing Philosophies

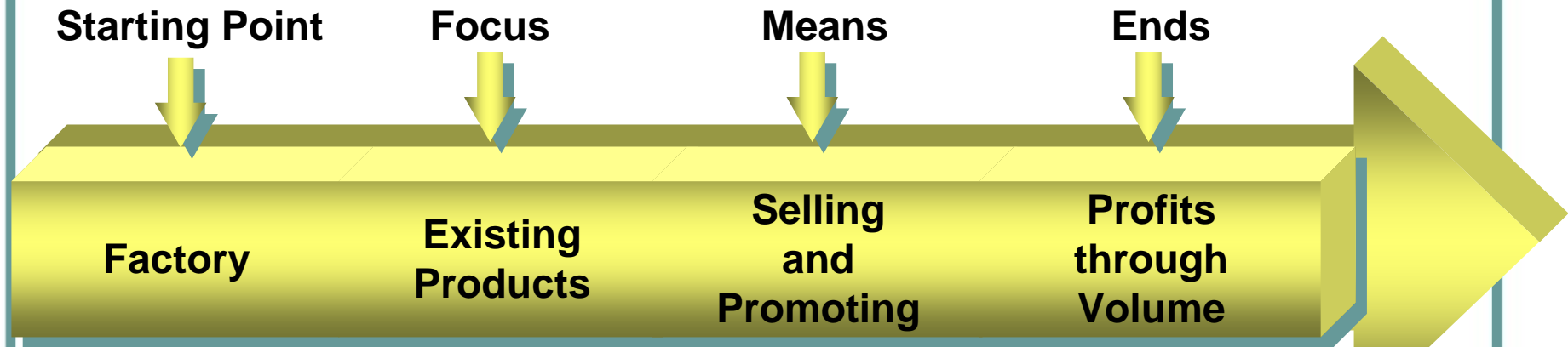
- **Product Concept**
- **Production Concept**
- **Selling Concept**
- **Marketing Concept**
- **Societal Marketing Concept**
- **Relationship Marketing Concept**



Marketing & Sales Concepts

1-21

The Selling Concept



The Marketing Concept



Notion of Customer Lifetime Value

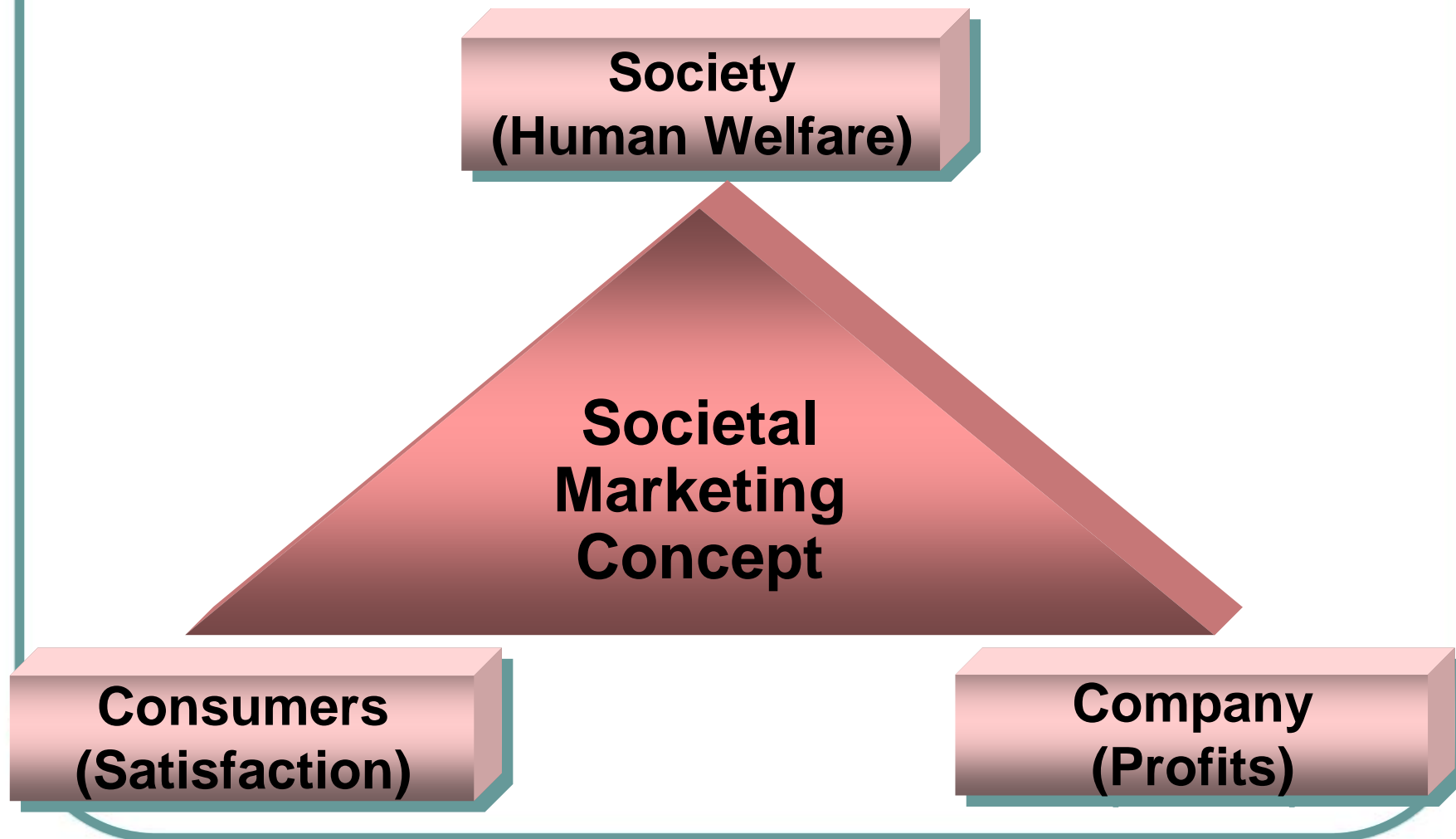


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The Societal Marketing Concept

1-22



Relationship Marketing Concept

1—23



**Creating,
Maintaining,
Enhancing
Strong, Value-Laden
Relationships with
Customers and Other
Stakeholders**

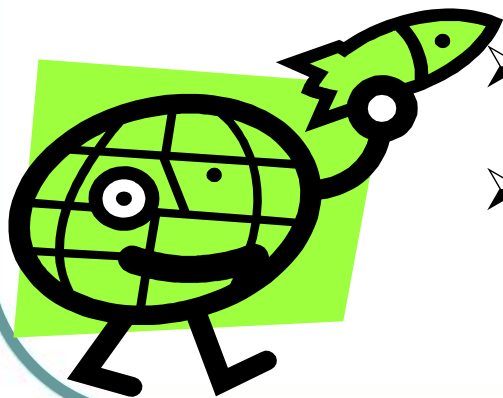


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Emerging Challenges

- **New Marketing Landscape**
- **Nonprofit Marketing**
- **Globalization**
- **Changing World Economy**
- **Ethical Concerns**



Questions

1-25

1. What has happened to Qinchi(秦池) in the following case?
2. Which marketing philosophy did the management take when Qinchi made its fame? What was the consequence of it?
3. What lessons can you draw out of it?
 - 昔日广告“标王”盛名不再
秦池酒厂要整体出售

