

TABLE OF CONTENTS

Licensing

About the Author

Preface

1: Marketing and Customer Value

- 1.1: In the Spotlight
- 1.2: Marketing and the Marketing Process
- 1.3: The Marketing Mix and the 4Ps of Marketing
- 1.4: Factors Comprising and Affecting the Marketing Environment
- 1.5: Evolution of the Marketing Concept
- 1.6: Determining Consumer Needs and Wants
- 1.7: Customer Relationship Management (CRM)
- 1.8: Ethical Marketing
- 1.9: Chapter Summary
- 1.10: Key Terms
- 1.11: Applied Marketing Knowledge- Discussion Questions
- 1.12: Critical Thinking Exercises
- 1.13: Building Your Personal Brand
- 1.14: What Do Marketers Do?
- 1.15: Closing Company Case
- 1.16: References

2: Strategic Planning in Marketing

- 2.1: In the Spotlight
- 2.2: Developing a Strategic Plan
- 2.3: The Role of Marketing in the Strategic Planning Process
- 2.4: Purpose and Structure of the Marketing Plan
- 2.5: Marketing Plan Progress Using Metrics
- 2.6: Ethical Issues in Developing a Marketing Strategy
- 2.7: Chapter Summary
- 2.8: Key Terms
- 2.9: Applied Marketing Knowledge- Discussion Questions
- 2.10: Critical Thinking Exercises
- 2.11: Building Your Personal Brand
- 2.12: What Do Marketers Do?
- 2.13: Closing Company Case
- 2.14: References

3: Consumer Markets and Purchasing Behavior

- 3.1: In the Spotlight
- 3.2: Understanding Consumer Markets and Buying Behavior
- 3.3: Factors That Influence Consumer Buying Behavior
- 3.4: The Consumer Purchasing Decision Process
- 3.5: Ethical Issues in Consumer Buying Behavior
- 3.6: Chapter Summary

- 3.7: Key Terms
- 3.8: Applied Marketing Knowledge- Discussion Questions
- 3.9: Critical Thinking Exercises
- 3.10: Building Your Personal Brand
- 3.11: What Do Marketers Do?
- 3.12: Closing Company Case
- 3.13: References

4: Business Markets and Purchasing Behavior

- 4.1: In the Spotlight
- 4.2: The Business-to-Business (B2B) Market
- 4.3: Buyers and Buying Situations in a B2B Market
- 4.4: Major Influences on B2B Buyer Behavior
- 4.5: Stages in the B2B Buying Process
- 4.6: Ethical Issues in B2B Marketing
- 4.7: Chapter Summary
- 4.8: Key Terms
- 4.9: Applied Marketing Knowledge- Discussion Questions
- 4.10: Critical Thinking Exercises
- 4.11: Building Your Personal Brand
- 4.12: What Do Marketers Do?
- 4.13: Closing Company Case
- 4.14: References

5: Market Segmentation, Targeting, and Positioning

- 5.1: In the Spotlight
- 5.2: Market Segmentation and Consumer Markets
- 5.3: Segmentation of B2B Markets
- 5.4: Segmentation of International Markets
- 5.5: Essential Factors in Effective Market Segmentation
- 5.6: Selecting Target Markets
- 5.7: Product Positioning
- 5.8: Ethical Concerns and Target Marketing
- 5.9: Chapter Summary
- 5.10: Key Terms
- 5.11: Applied Marketing Knowledge- Discussion Questions
- 5.12: Critical Thinking Exercises
- 5.13: Building Your Personal Brand
- 5.14: What Do Marketers Do?
- 5.15: Closing Company Case
- 5.16: References

6: Intro to Digital Marketing and the Digital Consumer

- 6.1: What is Marketing?
- 6.2 Evolution of Word-of-Mouth (WOM) Theory
- 6.3: The Consumer Journey
- 6.4 Understanding the Digital Consumer
- 6.5 Rethinking the Consumer Journey
- 6.6: Consumer Journey: The Circular Model
- 6.7: Zero-Moment of Truth (ZMOT)
- 6.8: Journey Mapping

- 6.9: References

7: Marketing Research and Market Intelligence

- 7.1: In the Spotlight
- 7.2: Marketing Research and Big Data
- 7.3: Sources of Marketing Information
- 7.4: Steps in a Successful Marketing Research Plan
- 7.5: Ethical Issues in Marketing Research
- 7.6: Chapter Summary
- 7.7: Key Terms
- 7.8: Applied Marketing Knowledge- Discussion Questions
- 7.9: Critical Thinking Exercises
- 7.10: Building Your Personal Brand
- 7.11: What Do Marketers Do?
- 7.12: Closing Company Case
- 7.13: References

8: Marketing in a Diverse and Global Marketplace

- 8.1: In the Spotlight
- 8.2: Strategic Marketing- Standardization versus Adaptation
- 8.3: Diversity and Inclusion Marketing
- 8.4: Multicultural Marketing
- 8.5: Marketing to Hispanic, Black, and Asian Consumers
- 8.6: Marketing to Sociodemographic Groups
- 8.7: Ethical Issues in Diversity Marketing
- 8.8: The Global Market and Advantages of International Trade
- 8.9: Marketing in a Global Environment
- 8.10: Ethical Issues in the Global Marketplace
- 8.11: Chapter Summary - Diverse and Global Marketplace
- 8.12: Key Terms
- 8.13: Applied Marketing Knowledge- Discussion Questions
- 8.14: Critical Thinking Exercises
- 8.15: Building Your Personal Brand
- 8.16: What Do Marketers Do?
- 8.17: Closing Company Case
- 8.18: References

9: Products and Service- Consumer Offerings and Intangible Products

- 9.1: In the Spotlight - Products
- 9.2: Products, Services, and Experiences
- 9.3: Product Items, Product Lines, and Product Mixes
- 9.4: The Product Life Cycle
- 9.5: Marketing Strategies at Each Stage of the Product Life Cycle
- 9.6: Branding and Brand Development
- 9.7: Forms of Brand Development, Brand Loyalty, and Brand Metrics
- 9.8: Creating Value through Packaging and Labeling
- 9.9: Environmental Concerns Regarding Packaging
- 9.10: Ethical Issues in Packaging
- 9.11: Chapter Summary - Product
- 9.12: Services- The Intangible Product
- 9.13: In the Spotlight - Services

- 9.14: Classification of Services
- 9.15: The Service-Profit Chain Model and the Service Marketing Triangle
- 9.16: The Gap Model of Service Quality
- 9.17: Ethical Considerations in Providing Services
- 9.18: Applied Marketing Knowledge- Discussion Questions
- 9.19: Critical Thinking Exercises
- 9.20: Building Your Personal Brand
- 9.21: What Do Marketers Do?
- 9.22: Closing Company Cases
- 9.23: 9.22 Key Terms
- 9.24: References

10: Pricing Products and Services

- 10.1: In the Spotlight
- 10.2: Pricing and Its Role in the Marketing Mix
- 10.3: The Five Critical Cs of Pricing
- 10.4: The Five-Step Procedure for Establishing Pricing Policy
- 10.5: Pricing Strategies for New Products
- 10.6: Pricing Strategies and Tactics for Existing Products
- 10.7: Ethical Considerations in Pricing
- 10.8: Chapter Summary
- 10.9: Key Terms
- 10.10: Applied Marketing Knowledge- Discussion Questions
- 10.11: Critical Thinking Exercises
- 10.12: Building Your Personal Brand
- 10.13: What Do Marketers Do?
- 10.14: Closing Company Case
- 10.15: References

11: Distribution- Delivering Customer Value

- 11.1: In the Spotlight
- 11.2: The Use and Value of Marketing Channels
- 11.3: Types of Marketing Channels
- 11.4: Factors Influencing Channel Choice
- 11.5: Managing the Distribution Channel
- 11.6: The Supply Chain and Its Functions
- 11.7: Logistics and Its Functions
- 11.8: Ethical Issues in Supply Chain Management
- 11.9: Chapter Summary
- 11.10: Key Terms
- 11.11: Applied Marketing Knowledge- Discussion Questions
- 11.12: Critical Thinking Exercises
- 11.13: Building Your Personal Brand
- 11.14: What Do Marketers Do?
- 11.15: Closing Company Case
- 11.16: References

12: Integrated Marketing Communications

- 12.1: In the Spotlight
- 12.2: The Promotion Mix and Its Elements
- 12.3: The Communication Process

- 12.4: Integrated Marketing Communications
- 12.5: Steps in the IMC Planning Process
- 12.6: Ethical Issues in Marketing Communication
- 12.7: Chapter Summary
- 12.8: Key Terms
- 12.9: Applied Marketing Knowledge- Discussion Questions
- 12.10: Critical Thinking Exercises
- 12.11: Building Your Personal Brand
- 12.12: What Do Marketers Do?
- 12.13: Closing Company Case
- 12.14: References

13: Planning for a Digital Marketing Campaign

- 13.1: Search Engine Optimization
- 13.2: How to Rank High
- 13.3: Algorithms
- 13.4: User Experience
- 13.5: Backlinks
- 13.6: Keywords
- 13.7: Understanding How Consumers Use Keywords
- 13.8: Using Keywords to Analyze Competitors
- 13.9: References

14: Introduction to Digital Strategy

- 14.1: Inbound and Outbound Marketing
- 14.2: Paid, Owned, and Earned Media
- 14.3: Objectives, Goals, and KPIs
- 14.4: Strategy and Tactics
- 14.5: RACE Framework
- 14.6: From Persona and Journey to Strategy
- 14.7: From a Journey Map to a Conversion Path
- 14.8: RACE for Competitive Analysis
- 14.9: References

15: The Promotion Mix- Advertising, Public Relations, Selling, and Sales Promotion

- 15.1: In the Spotlight
- 15.2: Advertising in the Promotion Mix
- 15.3: Major Decisions in Developing an Advertising Plan
- 15.4: The Use of Metrics to Measure Advertising Campaign Effectiveness
- 15.5: Public Relations and Its Role in the Promotion Mix
- 15.6: The Advantages and Disadvantages of Public Relations
- 15.7: Ethical Concerns in Advertising and Public Relations
- 15.8: Chapter Summary
- 15.9: Key Terms
- 15.10: Applied Marketing Knowledge- Discussion Questions
- 15.11: Critical Thinking Exercises
- 15.12: Building Your Personal Brand
- 15.13: What Do Marketers Do?
- 15.14: Closing Company Case

- 15.15: References
- 15.16: The Promotion Mix- Personal Selling and Sales Promotion

16: Sustainable Marketing- The New Paradigm

- 16.1: In the Spotlight
- 16.2: Sustainable Marketing
- 16.3: Traditional Marketing versus Sustainable Marketing
- 16.4: The Benefits of Sustainable Marketing
- 16.5: Sustainable Marketing Principles
- 16.6: Purpose-Driven Marketing
- 16.7: Chapter Summary
- 16.8: Key Terms
- 16.9: Applied Marketing Knowledge- Discussion Questions
- 16.10: Critical Thinking Exercises
- 16.11: Building Your Personal Brand
- 16.12: References

17: Applying Marketing Strategy - Marketing Plan

- 17.1: Marketing Plan Exercise I - Company Profile
- 17.2: Marketing Plan Exercise - Mission, SWOT, and Goals
- 17.3: Marketing Plan Exercise - Segmentation, Target, and Positioning
- 17.4: Marketing Plan Exercise - Situation Analysis
- 17.5: Marketing Plan Exercise - Product or Service
- 17.6: Marketing Plan Exercise - Pricing and Distribution
- 17.7: Marketing Plan Exercise - Promotion

[Index](#)

[Glossary](#)

[Detailed Licensing](#)

[Detailed Licensing](#)