

PREFACE

Welcome to the exciting, dynamic, and challenging field of marketing! If you've been on the Web, in a store, working in a company, or a consumer of any of the thousands of products and services available in our marketplace, you are already involved with marketing, and you have probably already noticed many of the extraordinary changes taking place. Personalized advertising, multichannel retailing, cashless vending, customized products, online coupons, web-based surveys, and interactive media are just a few of the many indications that marketing is racing into a new era. At the same time, many traditional elements of the discipline such as segmentation, new product development, and pricing are growing in importance and use. The combination of the current and the traditional elements of marketing create a truly exceptional topic to study and understand. We are all marketed to, and we find marketing all around us, every day of our lives.

Marketing: The Core draws upon the content and highly successful approach we've used in seven editions of our other, longer, text entitled *Marketing*. Our goal with this new text is to present the concepts essential to an introductory marketing course, yet retain the pedagogy that has made *Marketing* a best-selling text.

What *is* our pedagogical framework? First, we use an active-learning approach that involves students in the text by combining facts, figures, information, cases, questions, exercises, and photos in an engaging, experiential fashion. Second, we incorporate many current examples using firms, products, and services that students recognize and may have purchased as consumers. Third, our in-chapter study aids and design elements—such as concept checks, discussion forums, and easy-to-read figures—are developed to match the learning styles of today's students.

We are gratified by the growing interest in our approach to the study of marketing. Feedback from students and instructors from around the world continues to reinforce our pedagogical style. Marketing and its translations and adaptations are now used extensively throughout the United States and Canada, and in Poland, Russia, China, and many Spanish- and Portuguese-speaking countries. We hope that you will find *Marketing: The Core* a key factor in your exploration of the knowledge, skills, and tools of the marketing discipline.

DISTINCTIVE FEATURES OF *THE CORE* FOR MARKETING STUDENTS

We have developed many important, student-focused features that are prominent in every chapter:

- **Engaging writing style.** Our easy-to-read writing style engages students through active-learning techniques, timely and interesting examples, and challenging applications.
- **Personal look at marketing professionals.** Our text provides vivid and accurate descriptions of contemporary marketing professionals in action—through cases, extended examples, and testimonials—that allow students to personalize marketing and identify possible career interests and role models.
- **Contemporary and classic real-world examples.** We use up-to-date examples that students are likely to recognize from their own experiences in the marketplace, plus classic examples that students of business and marketing can easily relate to text concepts and typical marketing decisions.
- **Built-in learning aids.** Learning objectives, concept checks, key terms, chapter summaries, Internet exercises, discussion forums, and application questions are used to reinforce learning and to allow students to assess their progress.

- **Outstanding support resources.** Each chapter also has a video segment that supplements the written case and adds an exciting visual perspective to the company, products, and marketing decision makers discussed in the case.
- **Marketing model.** We introduce a visual model that shows, simply and clearly, the world of marketing at a glance—the functions and interactions in marketing. We then use the model in each chapter to show the students what aspect of marketing the chapter covers, and how the contents of the chapter relate to the overall marketing process.

ORGANIZATION AND CONTENT OF THE CORE

Marketing: The Core is divided into four parts. Part 1, “Initiating the Marketing Process,” looks first at what marketing is and how it creates customer value and customer relationships (Chapter 1). Then Chapter 2 provides an overview of the strategic marketing process that occurs in an organization, and provides a framework for the rest of the text. Appendix A provides a guide to preparing a marketing plan. Chapter 3 analyzes the major environmental factors in our changing marketing environment, and Chapter 4 provides a framework for including ethical and social responsibility considerations in marketing decisions.

Part 2, “Understanding Buyers and Markets,” first describes, in Chapter 5, how individual consumers reach buying decisions. Next, Chapter 6 looks at industrial and organizational buyers and how they make purchase decisions. And finally, in Chapter 7, the nature and scope of world trade and the influence of cultural differences on global marketing practices are explored.

In Part 3, “Targeting Marketing Opportunities,” the marketing research function and how information about prospective consumers is linked to marketing strategy and decisions are discussed in Chapter 8. The process of segmenting and targeting markets and positioning products appears in Chapter 9.

Part 4, “Satisfying Marketing Opportunities,” covers the four Ps—the marketing mix elements. The product element is divided into the natural chronological sequence of first developing new products and services (Chapter 10) and then managing the existing products, services, and brands (Chapter 11). Pricing is discussed, focusing on the way organizations set prices (Chapter 12). Two chapters address the place (distribution) aspects of marketing: “Marketing Channels and Channel Logistics” (Chapter 13) and “Retailing and Wholesaling” (Chapter 14). Chapter 15 discusses integrated marketing communications and interactive marketing, topics that have grown in importance in the marketing discipline recently. The primary forms of mass market communication—advertising, sales promotion, and public relations—are covered in Chapter 16. Personal selling and direct marketing are covered in Chapter 17. The text concludes with a Postscript: a summary of the marketing voyage we have taken throughout the 17 chapters; a perspective on how the topics, tools, and techniques we have studied fit together for solid marketing; and a glimpse at the future of marketing as we foresee it today.

Chapter Highlights

- **The role of the Internet and technology in marketing today.** We recognize that the Internet and other digital technologies provide us with powerful new tools that can greatly enhance communication and commerce. From cover to cover, all chapters integrate coverage of e-commerce topics such as e-marketplaces, dynamic pricing, buzz marketing, viral marketing, personalization, multichannel retailing, eCRM, collaborative commerce, file sharing and peer-to-peer communication, cyberservices, Internet appliances, interactive television, online secondary data sources, and virtual advertising.

- **Emphasis on customer value.** Chapter 1 presents an enhanced emphasis on customer value, the role of brands and how they make firms accountable to consumers, new products, and the breadth of marketing and how it is used by many types of organizations.
- **Creating a successful marketing plan.** Following the discussion of marketing strategies in Chapter 2, we introduce how to actually craft an effective plan, with guidelines, checklists, contents, and organizational ideas.
- **Overview of the marketing environment.** Chapter 3 includes a discussion of the dramatic impact of file-sharing on the music industry; the shifting age distribution of the population; and the changing attitudes and roles of men and women. It also provides an introduction to current electronic business technologies, including the Internet, the World Wide Web, e-commerce, and the growth of collaborative commerce.
- **Ethics in marketing.** Chapter 4 is devoted to the topic of ethics and social responsibility in marketing. In addition, most chapters also integrate ethics coverage in the Ethics and Social Responsibility Alert boxes.
- **Consumer behaviour.** Chapter 5 includes current examples related to the stages of the consumer-decision process; it provides discussions of customer satisfaction and retention and looks at marketing strategies for high- and low-involvement products.
- **Organizational buying.** Chapter 6 features sections on online buying in organizational markets, e-marketplaces, and online auctions.
- **Global coverage.** Chapter 7 includes discussions of the emergence of a networked global marketplace and the influence of trade organizations on the global rules of trade between nations.
- **Market research technology.** Chapter 8 includes discussions of creative research techniques, such as hiring “cool hunters” to identify important cultural trends, and coverage of Internet and fax survey techniques, data mining, and the impact of research on marketing actions.
- **Brand equity.** Chapter 11 includes the customer-based brand equity pyramid, which helps explain the relationship between brand awareness and how consumers think and feel about a brand. This helps students understand how the added value of a brand name gives a product competitive and price advantage.
- **Channels coverage.** Chapter 13 includes examples related to multiple channels of distribution, strategic alliances, vertical marketing, exclusive distribution, slotting allowances, and satisfying buyer requirements. Current examples, such as Dell Computer Corporation and Wal-Mart are used to explain the role of supply chains and logistics management in marketing and how a firm balances distribution costs against the need for effective customer service.
- **Retailing and wholesaling coverage.** Chapter 14 chronicles the success of, and Canadians’ love affair with, one of their favourite retailers; it also covers the global expansion of many retailers and e-tailers and popular retail formats such as franchising. This chapter also provides coverage of important new technologies, such as cashless vending systems, as well as new concepts such as everyday fair pricing and multichannel retailing.
- **Advertising coverage.** Chapters 15 and 16 discuss virtual advertising, interactive television, radio, and Internet advertising. Up-to-date examples of the latest forms of promotion, including sweepstakes, product placement, and online coupons, are also provided.
- **Interactive and multichannel marketing.** Chapter 15 presents ideas on marketing strategy in an Internet/Web-enabled marketplace. Emphasis is placed on interactive marketing practice and the growing application of multichannel marketing. Students will also find this chapter of interest because they will see how important it is for companies to forge collaborative channel relationships to improve their global market competitiveness.

ACKNOWLEDGMENTS

THE DEVELOPMENT PROCESS

Marketing: The Core is a Canadian first—a very “Canadian” introductory marketing text that is thorough, and at the same time, succinct and concise. The idea for *Marketing: The Core* was the result of many comments from McGraw-Hill Ryerson sales representatives, marketing instructors throughout the world, and students who had used other texts in their courses. We concluded that there is a need among some instructors and students for a comprehensive, but *concise*, marketing text. As the title suggests, our plan was to create a shorter text that would enable students to understand the *central* concepts of *Marketing*. This required reducing some coverage, enhancing some explanations, keeping the vocabulary manageable, and simplifying illustrations. We also used instructor feedback to match our pedagogical elements to the target audience. To determine exactly what content, design elements, and supplements would meet the needs of this segment, we conducted research in two phases: information solicitation and in-depth interviews.

Our cybrarian at Douglas College, Jean Cockburn, cheerfully helped us with the Marketing Newsnet about online and internet resources—with her relentless pursuit of cyber knowledge, she has enlightened and educated us over the past ten years, and we are very grateful to her. Our colleagues in the Marketing Department at Douglas College, Padma Vipat, Lorne Patterson and Mark Breedveld have supported and encouraged us, and we thank them for their confidence. Our students continually inspire us to produce marketing material that “speaks” to them and ignites their interest in marketing, and they are a major source of motivation behind our writing.

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A Student's Guide to *Marketing: The Core*

Marketing: The Core offers an array of features to help you learn and apply the concepts.

Marketing Model

This unique feature is introduced at the beginning of each chapter; it is designed to guide you through your study of introductory marketing. We created this model to show the marketing process in a graphic way. It is used in *Marketing: The Core* to show the progression of topics as you move through the book. All of the topics covered in the text can be related to the model, and it demonstrates the dynamic interaction of all of the components of marketing.



Chapter 1

Developing Customer Relationships and Value through Marketing

AFTER READING THIS CHAPTER YOU SHOULD BE ABLE TO:

- Evaluate and explain the process of new buying.
- Define marketing and explain the major areas of marketing and advertising and their relationship to the marketing process.
- Evaluate marketing mix elements and environmental factors.
- Describe how segmentation, target marketing, and positioning using various marketing mix elements can be used to create a competitive advantage.
- Explain the meaning of ethics and social responsibility and how they relate to marketing, organizations, and society.

AFTER HUGE SUCCESS... WHAT'S NEXT?

What do you do for the next year, for your second, when you have created an entire industry?

That's the challenge facing the company featured here. It happened for in-line skates industry two decades ago. The roller skates company had to compete for the roller skates in order to provide exciting new products to meet customers' increasing demand for roller skates. The roller skates industry had to compete for the roller skates in order to provide exciting new products to meet customers' increasing demand for roller skates. The roller skates industry had to compete for the roller skates in order to provide exciting new products to meet customers' increasing demand for roller skates.

Understanding the Consumer

- What's your fun?
- What's your great athletic endeavor and make the roller skates manager and facilities.

Chapter-Opening Vignettes

Chapter-opening vignettes introduce you to the chapter concepts ahead, using a recognizable and interesting company example. For instance, in Chapter 1, the authors use Rollerblade, a popular in-line skate, to grab your interest while introducing the concepts of marketing. The chapter opening story is then integrated into parts of the narrative and exhibits throughout the chapter.

CHAPTER 1 Developing Customer Relationships and Value through Marketing

MARKETING PROGRAM ACTIVITY TO DESIGN

MARKETING MIX ELEMENT	RECREATIONAL SEGMENT	CHILDREN SEGMENT	NATIONALS FOR MARKETING PROGRAM ACTIVITY
Product	Offer a lower price for a quality product that offers a unique benefit for an experience.	Offer flexible SKUs, a quality product that provides an experience on par with a large margin as the customer grows.	Use the product research and the product research to offer high quality, value-added products that match the needs of the customer segments.
Price	Price up to \$100 a pair.	Price up to \$80 a pair.	Set prices that provide general value to the customer segment that is targeted.
Promotion	Promote KofuBlockz to create awareness and excitement for the brand and the brand's products and services.	Use gift cards to introduce children to online shopping and other gifts to local merchants.	Increase awareness by using ads in the print and online, add and create videos for more educational programs.
Place	Distribute the line through specialty and regular sporting goods stores and the e-commerce.	Distribute the line through specialty sporting goods stores.	Make it easy to locate in the segment by having a website that is convenient and easy to use.

CONCEPT CHECK

Marketing programs for KofuBlockz are designed to create awareness and excitement for the brand and the brand's products and services. The Lightning Off (the new) is a great example of a product that is designed to create awareness and excitement for the brand and the brand's products and services.

Dynamic Graphics

Tables, figures, and charts throughout the book have a fresh, new look with the addition of creative frames and drawings designed to present important information in an interesting and easy-to-understand layout.

What is new, however, is a more careful attempt at understanding how a firm's customers perceive value. For our purposes, **customer value** is the unique combination of benefits received by targeted buyers that includes quality, price, convenience, on-time delivery, and both before-sale and after-sale service. Firms now actually try to place a dollar value on a loyal, satisfied customer.

Many successful firms have chosen to deliver outstanding customer value with one of three value strategies — best price, best product, or best service. Companies such as WestJet and Zellers have been successful offering consumers the best price. Bombardier and Mountain Equipment Co-op claim to provide the best products on the market. Lee Valley Tools and Aldo Shoes pledge to provide the best service. What strategies do you think Canadian Tire employs?

Relationship Marketing and the Marketing Program

A firm achieves meaningful customer relationships by creating connections with its customers through careful coordination of the product, its price, the way it's promoted, and how it's placed.

Relationship Marketing: Easy to Understand, Hard to Do The hallmark of developing and maintaining effective customer relationships is today called **relationship marketing**. Successful relationship marketing links an organization to its key groups (individual customers, employees, suppliers, and other partners—see Figure 1-2) for their mutual long-term benefit. In terms of selling a product, relationship marketing involves a personal, ongoing relationship between the organization and its individual customers that begins before and continues after the sale.

Major manufacturers find relationship marketing difficult to achieve. Today's information technology, along with cutting-edge manufacturing and marketing processes, have led to tailoring goods or services to the tastes of individual customers in high volumes at

Concept Checks

Found at the end of each major chapter section, these checkpoints offer critical thinking and memory recall questions, helping you reflect on the text and test your comprehension of the material before reading on.

Helpful Margin Definitions

Brief definitions of the key terms contained in the text are placed in the margin for quick reference and review.

CHAPTER 1 Developing Customer Relationships and Value through Marketing 13

customer value
Buyers' benefits including quality, price, convenience, on-time delivery, and before- and after-sale service

relationship marketing
Linking the organization to its individual customers, employees, suppliers, and other partners for their mutual long-term benefit

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MARKETING NEWSNET

CREATING CUSTOMER VALUE THROUGH PACKAGING: PEZ HEADS DISPENSE MORE THAN CANDY



Customer value can assume numerous forms. For Pez Candy, Inc. (www.pez.com), customer value manifests itself in some 250 Pez character candy dispensers. Each refillable dispenser ejects tasty candy tablets in a variety of flavours that delight preteens and teens alike.

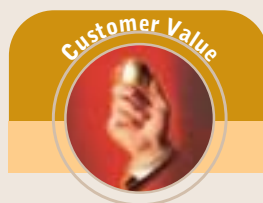
Pez was formulated in 1927 by Austrian food mogul Edward Haas II and successfully sold in Europe as an adult breath mint. Pez, which comes from the German word for peppermint, Pfefferminz, was originally packaged in a hygienic, headless plastic dispenser. Pez first appeared in North America in 1953 with a headless dispenser, marketed to adults. After conducting extensive marketing research, Pez was repositioned with fruit flavours, repackaged with licensed character heads on top of the dispenser, and remarketed as a children's product in the mid-1950s. Since then, most top-level licensed characters and hundreds of other characters have become Pez heads. Consumers eat more than 3 billion Pez tablets annually, and company sales growth exceeds that of the candy industry as a whole.

The unique Pez package dispenses a "use experience" for its customers beyond the candy itself, namely fun. And fun translates into a 98 percent awareness level for Pez among teenagers and 89 percent among mothers with children. Pez has not advertised its product for years. With that kind of awareness, who needs advertising?



Marketing NewsNet

This boxed feature provides exciting, current examples of marketing applications in action, organized around the following themes: technology & e-commerce, customer value, global, and cross functional.



Ethics and Social Responsibility Alert

These boxes increase your awareness and assessment of current topics of ethical and social concern.

ETHICS AND SOCIAL RESPONSIBILITY ALERT

STUDENT CREDIT CARDS: AN ULTIMATE BENEFIT OR A DISASTER IN THE MAKING?



If you are over 18, you have probably received a credit card application—or maybe you already have your own credit card or a supplementary card on your parents' account. Every year thousands of students across Canada apply for and receive their first credit card. The immediate benefit? Students can buy college necessities and purchase other amenities—clothes, perhaps, or a trip to Mexico? The long-term benefit may be that students establish a good credit rating, which they use for further financing later in their lives. But these benefits also mask a serious concern. Many students are drowning in credit card debt and student loans they have racked up over their period of studies.

According to the Canadian Federation of Students (CFS), student debt increased by as much as 30 percent between 1996 and 2000. Also, a 2004 Statistics Canada report indicates that students are increasingly having more difficulty repaying student debt. Increases in tuition fees will only make the situation worse. In that same time frame (1996–2000), the majority of students left the education system burdened with a substantial debt load.

tion and related expenses.

Students fresh out of a post-secondary institution can face a huge financial problem. Think of the demands on them—credit card debt, outstanding student loans, rent, car payments, utilities, telephone costs, and other living expenses—these expenses often exceed the starting salaries of college graduates. For some students, their starting salaries barely permit them to make the minimum payments on their credit card debt, let alone pay back outstanding balances.

Some universities now offer on-site financial counselling. The federal government has links on loan program sites offering students advice on how to manage their finances (check out www.canlearn.ca). In 2002, the federal government responded to the growing student debt problem by granting up to 5 years of interest relief and increasing the allowable time for students to repay their student loans from 10 to 15 years. This relief may help current students, but it does little to help those who have already graduated and are struggling under their past debt load.

What do you think should be done to help students

QUESTIONS: APPLYING MARKETING CONCEPTS AND PERSPECTIVES

1. What concepts of moral philosophy and social responsibility are applicable to the practices of VanCity, described in the introduction to this chapter? Why?
2. Compare and contrast moral idealism and utilitarianism as alternative personal moral philosophies. Which do you think sounds more like you?
3. How would you evaluate Milton Friedman's view of the social responsibility of a firm?
4. Cause-related marketing programs have become popular. Do you know of companies that use this technique? Why do you think the companies that you named have chosen the cause or causes they have?
5. Check out the corporate site for Sales and Marketing Executives International (www.smei.org), an organization committed to establishing standards for sales and marketing professionals around the world. Look for the organization's mission statement, its founding principles, and its published

code of ethics. Research to find at least five other professional associations in other fields of business (e.g., accountants, engineers) and compare their approaches to ethics and standards.

6. In the section earlier in this chapter entitled "Corporate Culture and Expectations," we refer to the top 10 best Canadian corporate citizens. Three of these are financial institutions, and most of the others are manufacturing firms. Why do you think financial institutions are so focused on ethics and social responsibility? Compare and contrast the approach taken by manufacturing organizations to that of financial institutions. Which do you find more convincing and why?

7. Suppose you are a Canadian importer of spices and beans from southeast Asian countries. Develop a statement of ethics and a code of conduct for the company. How would you make sure that this is put into practice in your company?

DISCUSSION FORUM

Visit the Nike corporate website (www.nikebiz.com) and find the section called "Responsibility." Review the section on "Workers & Factories." There has been a lot of media attention in the past few years on Nike's treatment of and compensation to factory workers in foreign countries, and dealing with this is an ongoing challenge. Nike comments in its Janu-

ary 2004 report, "It is not a perfect record, and it never will be, but we're committed to the process." Discuss Nike's position, and then develop some counter arguments critiquing Nike's viewpoint and actions. What other companies with global manufacturing operations can you think of? How are they responding to similar challenges?

INTERNET EXERCISE

Bribery as a means to win and retain business varies widely by country. Transparency International, based in Germany, periodically polls employees of multinational firms and institutions and political analysts and ranks countries on the basis of their perceived level of bribery to win or retain business. To obtain the most recent ranking, visit the Transparency International website at www.transparency.org and click Info Center.

www.mcgrawhill.ca/collectionofthecore

Scroll the Corruption Perceptions Index to find out where Canada stands in the worldwide rankings as well as its neighbors, the United States and Mexico. Any surprises? Which country listed in the most recent ranking has the highest ranking and which has the lowest ranking?



Questions and Discussion

At the end of each chapter, two features allow you to test your knowledge and your capability to apply the material covered in the chapter. *Questions: Applying Marketing Concepts and Perspectives* asks you to think about the marketing material and check yourself on your comprehension of it. *Discussion Forum* presents a thought-provoking scenario for you to discuss with other students. Understanding happens best when we **do!**

Internet Exercises

These end-of-chapter exercises ask you to go online and think critically about a specific company's use of the Internet—helping you apply your knowledge of key chapter concepts, terms, and topics, as well as evaluate the success or failure of the company's efforts.

Video Case Studies

This end-of-chapter feature provides an up-close look at a company example—reinforcing the chapter content, while bringing the material to life. Rollerblade, Flyte Tyme, and Palm Inc. are just a few of the exciting video cases incorporated into *Marketing: The Core*.

VIDEO CASE 3

FLYTE TYME PRODUCTIONS, INC.: THE BEST IDEA WINS!

"Terry was looking for a keyboard player to be in the band he was just starting," remembers Jimmy Jam of Flyte Tyme Productions, Inc. "I had sort of rebelled because I had first thought of myself as a drummer," says Jam. But after he listened and heard how good the drummer was, he told Terry, "I'll be the keyboard player."

The conversation took place a few weeks after Terry Lewis and Jimmy Jam met at a summer math program for gifted junior high school students, sponsored by a local university. The two came to prominence in the early 1980s as members of the funk band "The Time" that appeared on many of Prince's early tapes. The pair still credit Prince for much of their musicians' work ethic and eclectic musical tastes. After



accounts for 10 of their 16 No. 1 songs. Recently, they wrote and produced their fifth successive album for Janet Jackson.

Creating a Successful Marketing Plan

In this part of *The Core*, we have looked at all of the components of a marketing plan. Now in this appendix, we look at the actual crafting of a marketing plan, including some thoughts on making the plan work for an organization. You, as a marketing student, can create useful and interesting marketing plans, a skill that will benefit you throughout your business career. We have seen plans prepared by our marketing students that are as good if not better than some of those prepared by professional marketing firms. Marketing planning is part science, part art; it requires a few key skills: research capability, analytical competence, the ability to see the “big picture” of a firm and its future potential, and interpersonal connections to assist with getting input and insights from key stakeholders.

PURPOSE OF THE PLAN

Ensuring that a company’s marketing program requires a detailed and specific marketing plan to create one:

- A marketing plan may communicate to give them some guidelines about their
- The company may require financing, a company and its requirements to generate
- Creating the plan may be the best strategy opportunities, and market or competitor

Some marketers feel that the planning creating an effective plan, a company can this gives them information and market to their future. The planning process forces a vision and identify priorities, and to face weaknesses.

HOW TO PLAN EFFECTIVELY

Many excellent marketing plans have been laborious over and written, only to sit on shelves. To make good use of the plan, it must be actionable, readable, and of a reasonable length. A few guidelines for effective planning include:

- Set goals and a time frame for developing the plan.
- Identify the target audience for the plan, that is, who is it intended for.
- Establish what you want to know and the time frame you have to undertake your research. Research can be a challenge, as there is so much information that you may have difficulty setting parameters about how much is enough, and when you should end your researching and go with the information you have.
- Planning is never finished—a good marketing plan is a dynamic document, and it evolves, changes, and refocuses as the organization grows—so keep it current.
- Consider your audience and write to them. Avoid using jargon and complex explanations; some readers will not comprehend your language, and the plan will not have the desired effect on them.
- People absorb information in different ways; some like the written word, some see the message more clearly with a chart or graph, and some are pictorial learners. Craft your plan so that it has a mixture of ways of presenting information to ensure that you engage as much of your audience as possible.
- Involve different people with different perspectives, different skill sets, and different relationships to the company; solid teamwork with a variety of perspectives will result in the best plan.

BUSINESS VERSUS MARKETING PLANS

Business plans, marketing plans—what is the difference? Do we need both? Don’t they overlap? The answers to these questions depend on the organization, who is doing the planning, and what the purpose of the plan is. The following chart shows the differences

COMPARING A BUSINESS PLAN TO A MARKETING PLAN		
	MARKETING PLAN	BUSINESS PLAN
Executive Summary	✓	✓
Table of Contents	✓	✓
Company Overview	✓	more detailed
Strategic Plan	✓	✓
Situation Analysis	✓	✓
Mission Statement and Goals	✓	✓
Target Markets	✓	✓
Marketing Strategy	✓	✓
Research and Development Program	✓	✓
Budget and Financials	✓	more detailed
Organizational Structure and Staffing	✓	✓
Implementation	✓	✓
Control and Evaluation	✓	✓
Contingency Plans	✓	✓
Appendix A: Biographies of Key Personnel	✓	✓
Other Appendices: Details on Other Topics	✓	✓

Appendix A: Creating a Successful Marketing Plan

At the end of Chapter 2, this guide to planning, researching, and writing a winning marketing plan is a resource that you can use in a number of ways, throughout your use of this text and beyond. It incorporates marketing plan rationale, detailed plan contents, effective design and execution of the plan, as well as checklists for implementing and evaluating the marketing plan.

An Instructor's Guide to Supplements

With this support package, you and your students receive everything from the basic supplements to the latest in educational technologies. Check it out for yourself.

LECTURE PREPARATION, ASSESSMENT, AND PRESENTATION TOOLS

Instructor's CD-ROM. The CD-ROM includes the print and electronic supplements, so you have access to all of the supplements on one CD-ROM.

Instructor's Manual. The thoroughly revised Instructor's Manual includes lecture notes; discussions of the Marketing NewsNet boxes, Ethics and Social Responsibility Alerts, and Internet Exercises; answers to the Applying Marketing Concepts and Perspectives and Discussion Forum questions; case teaching notes; in-class activities; supplemental lecture notes; teaching suggestions; and detailed information about integrating other supplements into the course and classroom.

PowerPoint presentation and digital assets. These incorporate a high-quality photo and art program, including figure slides, commercials, product shots, advertisements, marketing-in-practice shots, and video segments from the video package.

Computest program. This Brownstone Test Bank contains 3,000 questions categorized by topic and level of learning (definitional, conceptual, or application). The instructor-friendly format allows easy selection of questions from any part of the text, boxed materials and cases. The Brownstone program allows you to select any of the questions, make changes if desired, or add new questions—and quickly print out a finished set customized to your course.

Video case studies. A unique series of 17 contemporary marketing cases is available on VHS and DVD and from the Online Learning Centre. Each video case corresponds with chapter-specific topics and an end-of-chapter case in the text.

ONLINE TECHNOLOGY

Online Learning Centre

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Instructor Centre

- **“Ask the Authors”**
- **Instructor’s Manual**
- **PowerPoint.** Includes concept screens, art from the text, and notes on other digital assets available in the PowerPoint Presentations.

Student Centre

- **Internet exercises**
- **Key term flash cards**
- **Self-quizzes with feedback**
- **Online video cases.** Includes video case text and several video clips.

PowerWeb (optional package)

- **Daily news feed.** Headlines with annotations from the leading periodicals and news sources—searchable by topic.
- **Weekly case updates.** Each week a new short case dealing with a company in the headlines is presented.
- **Readings in Marketing.** A collection of important articles selected by a team of marketing professors provides deeper topical study.
- **PowerSearch current journals and periodicals.** Search engine powered by Northern Lights.
- **Career resources**
- **Web research**
- **Study tips**





Online Course Options

The material in *Marketing: The Core* can be used with instructor-generated online learning sites. Any online platform, including WebCT, Blackboard, and eCollege, is compatible with the text's material. There are two basic options here: a course companion website or an online course where the course material is fully or partially delivered via a course website.



Companion website. McGraw-Hill's PageOut course website tool enables you to create a course website where you can post your syllabus, case solutions, course information updates, test results, and other key material. You can include links to the McGraw-Hill's Online Learning Centre or e-Book content, add links to important resources, and maintain student results in the online gradebook. A companion website can also be set up using other platforms.



Online course. Offering courses fully or partially online is increasingly popular, and definitely the way of the future for business learning. The content of *Marketing: The Core* has been prepared for ease of use in an online environment. You can customize the material, chapter by chapter, to your own teaching style and emphasis, or use it as the authors have designed it.

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