

PREFACE

DISTINCTIVE FEATURES OF OUR APPROACH

The innovative pedagogical approach used in *Marketing: The Core* and its supplements is the result of our combined experiences in a variety of classroom, college, and university settings. We introduced the approach in our first edition by integrating key elements from each of our teaching styles and preferences. Of course, like most instructors, we continuously monitor the changing learning styles of students, the growth and evolution of our discipline, and the efficacy of new instructional technologies to adapt and improve the approach. Its distinctive features include:

- **Assessment-ready elements.** Learning Objectives and Chapter in Review summaries integrated to help instructors and programs address growing interest in assessment and assurance of learning.
- **High-engagement style.** An easy-to-read, high-involvement, interactive writing style that engages students through active learning techniques, timely and interesting examples, and challenging applications.
- **Personalized marketing.** A vivid and accurate description of businesses, marketing professionals, and entrepreneurs—through cases, exercises, and testimonials—that allows students to personalize marketing and identify possible career interests and role models.
- **Marketing decision making.** The use of examples, cases, and videos involving people making marketing decisions, which students can easily relate to text concepts.
- **Traditional and contemporary coverage.** Integrated coverage of traditional and contemporary concepts illustrated through relevant popular business publications.
- **Rigorous framework.** A rigorous pedagogical framework based on the use of learning objectives, concept checks, key terms, Chapter in Review summaries, and supportive supplements for instructors.
- **Comprehensive support package.** A package of support materials to accommodate a wide variety of instructor teaching styles and student learning styles.

Feedback from many of the instructors and students who have used our text and package in the past has emphasized that the synergy of these features contributes to the success of each teaching and learning experience. We focused our efforts to build on these strengths as we developed the second edition of *Marketing: The Core*.

NEW AND REVISED CONTENT

- **Integrated marketing plan activities.** Each chapter now includes an end-of-chapter section titled “Building Your Marketing Plan” that discusses an element of the strategic marketing process presented in Chapter 2 (see Figure 2–4) and the sample marketing plan presented in Appendix A. Each Building Your Marketing Plan assignment provides step-by-step activities corresponding to the topics discussed in that chapter. By completing the assignments students will have completed all of the key components of a marketing plan.
- **Assessment-ready objectives and summaries.** Each chapter (1) begins with measurable learning objectives and (2) ends with the Chapter in Review, which is a summary of chapter content related to each objective. This direct link between objectives and content facilitates now-common accreditation efforts necessary to meet assurance-of-learning requirements. The objectives are cross-referenced to specific test bank questions to allow construction of measurement instruments.
- **Increased emphasis on meeting consumer needs with new products.** Chapter 1 presents an enhanced discussion of the difficulty of introducing successful new products and provides a variety of new-product examples as engaging topics

of discussion for students. A complete update of Rollerblade's new product line and marketing program is also provided.

- **Expanded coverage of business portfolio analysis.** The Chapter 2 discussion of BCG's business portfolio analysis has been expanded and applied to Kodak's shift from film to digital technology. Students are asked to evaluate four opportunities—film, digital cameras, self-service kiosks, and printers—in terms of the BCG matrix alternatives.
- **Updated overview of the marketing environment.** Chapter 3 now includes discussions of the digital revolution taking place in the music industry, global population trends, generational cohorts (including millennials) and the transition of Gen Y to economic adults, the two new types of statistical areas used by the Census Bureau, multicultural marketing, the growth of new technologies such as VoIP and Wi-Fi, and new regulations such as the *Madrid Protocol*, the *Federal Dilution Act*, and the *CAN-SPAM Act*.
- **Addition of extended examples to ethics and social responsibility discussion.** Detailed examples of situations, products, and companies familiar to students have been added to Chapter 4. A survey showing students' attitudes toward downloading music, Xerox's efforts at green marketing through its "Design for the Environment" program, and the growth of online fraud are examples used to help students relate to the concepts presented in the chapter.
- **Updated consumer behavior coverage.** Chapter 5 includes new examples related to MP3 players, an updated discussion of the new VALS typology (including innovators, thinkers, and survivors), a description of the word-of-mouth activity called *buzz marketing*, and an update on recent debates about subliminal advertising.
- **New business-to-business content.** Chapter 6 now includes discussions of Harley-Davidson's supplier collaboration efforts, buying business services, and online business-to-business trading.
- **Updated global coverage.** Recent changes in tariffs and their cost to consumers, the latest membership of the European Union, the growing use of global brands by companies such as Coca-Cola, Gillette, L'Oréal, and McDonald's, and considerations when customizing versus standardizing marketing practices are part of the Chapter 7 discussion of global markets and global marketing.
- **New marketing research framework.** The four-step marketing research approach presented in Chapter 8 now discusses new types of census data provided annually and new idea-generation methods based on depth interviews and direct input from consumers.
- **New and updated extended examples.** Reebok, Wendy's, and Apple are used as extended examples to illustrate segmentation and typical age, gender, price, and lifestyle segments in Chapter 9. 3M, Little Remedies, and Volvo are used to explain new-product development in Chapter 10.
- **New brand management content.** The rapidly changing field of brand management includes new approaches to valuing brand equity, brand licensing, and the use of "fighting" brands now covered in Chapter 11.
- **Updated channels and supply chain discussions.** The Chapter 13 opening example uses Apple Stores to illustrate the use of a high-touch environment to distribute high-tech products. In addition, the chapter features IBM's on-demand supply chain management.
- **Updated retailing and category management coverage.** Chapter 14 provides a discussion of the growing demand for luxury products by the mass market. Other important new topics are also included, such as the replacement of bar codes with RFID technology, the trend toward self-service retailing, the new regulations affecting telemarketing, and the use of category management to determine the assortment of merchandise in a store.
- **Revised integrated marketing communications content.** Chapter 15 opens with a description of Disney's "50th Anniversary" integrated marketing campaign, which includes the popular "What's Next?" ads, TV ads, print ads, newspaper inserts, a comprehensive web campaign, a Disney Visa card, and many other

partnerships and promotions. IMC is now introduced much earlier in the chapter, and other topics such as SIMM (simultaneous media usage), direct-to-consumer marketing, and assessment of program effectiveness are included.

- **New forms of advertising and personal selling.** Important content describing the new world of advertising and personal selling have been added to Chapters 16 and 17. As more consumers learn to multitask, advertisers have turned to new attention-getting media. Internet promotions, online contests, and *advergaming* (the integration of advertising messages in a video game) are all included with recent examples. In addition, the advertising content debate sparked by Janet Jackson’s Super Bowl performance is presented for student debate. More attention is given to relationship selling.
- **Updated Chapter 18: “Implementing Interactive and Multichannel Marketing.”** The reviews on this chapter, introduced in the seventh edition, were extraordinary. It is now updated to include recent examples and terms, such as new descriptions of Sevenscycles.com, Nike’s customized product choice board, new segments of online mothers, blogs, viral marketing, and multichannel marketing initiatives.
- **New career planning appendix.** The second edition of *Marketing: The Core* includes Appendix B: “Planning a Career in Marketing.” Topics include the process of marketing yourself, careers in marketing, the job search process, and sources of marketing career information.

ORGANIZATION

The second edition of *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—which provides a framework for the text. Appendix A provides a sample marketing plan as a reference for students. Chapter 3 analyzes the five 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 organizational buyers and markets 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 existing products, services, and brands (Chapter 11). Pricing is discussed in terms of the way organizations set prices (Chapter 12). Two chapters address the place (distribution) aspects of marketing: “Managing Marketing Channels and Supply Chains” (Chapter 13) and “Retailing and Wholesaling” (Chapter 14). Chapter 15 discusses integrated marketing communications and direct 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 sales management are covered in Chapter 17. Chapter 18 describes how interactive technologies influence customer value and the customer experience through context, content, community, customization, connectivity, and commerce.

The book closes with several useful supplemental sections. Appendix B, “Planning a Career in Marketing,” discusses marketing jobs and how to get them. In addition, a detailed glossary with page references and three indexes (name, company/product, and subject) complete the book.

ACKNOWLEDGMENTS

DEVELOPMENT OF THE TEXT AND PACKAGE

This text represents a product line extension of our existing text, *Marketing*. The idea for *Marketing: The Core* was the result of many comments from McGraw-Hill sales representatives, marketing instructors throughout the world, and students who had used our and 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 ensure continuous improvement of our product we have utilized an extensive review and development process for this new edition of *Marketing: The Core*. The second edition development process included several phases of evaluation and a variety of stakeholder audiences (e.g., students, instructors, etc.).

- The first phase of the review process asked adopters to suggest improvements to the text and supplements through a detailed review of each component. We also surveyed students to find out what they liked about the book and what changes they would suggest.
- The second phase included symposiums across the country, including users and nonusers. These sessions focused specifically on the supplements package and its effectiveness for instructors and students.

Reviewers who were vital in the changes that were made to this edition include:

Donald Auble
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