

Table of Contents

A	Adopting the marketing perspective	9
1	Approaching marketing	9
1.1	Ideas about marketing	9
1.2	The relevant market	15
1.3	Marketing as an applied science	20
2	Marketing management	25
2.1	Nature and process of marketing management	25
2.2	Planning levels	29
2.3	Marketing programmes and the marketing mix	30
2.4	Marketing concept and the marketing plan	32
B	Understanding markets and customers	39
3	The marketing environment	39
3.1	External forces impacting on marketing success	39
3.2	Micro-environment and macro-environment	40
3.3	The market system	44
4	Buyer behaviour and analysis	50
4.1	Buyer behaviour	50
4.2	General framework for the analysis and explanation of individual buying behaviour	51
4.3	Factors influencing individual buying behaviour	52
4.4	Types of individual purchasing decisions	87
4.5	Organizational buying behaviour	91
5	Market research	100
5.1	Types and process of market research	100
5.2	Data collection methods	107
5.3	Sampling	112
5.4	Special research designs: Experiments and panels	113
5.5	Quality criteria for market research	115
5.6	Data analysis	116

Table of Contents

C	Setting the strategic frame	123
6	Marketing objectives	123
6.1	Characteristics and types of marketing objectives	123
6.2	Thematic dimensions of marketing objectives	129
7	Strategic analysis	133
7.1	Analyses to diagnose the internal situation	134
7.2	Analyses to diagnose the external situation	136
7.3	SWOT to merge results from internal and external analysis	143
8	Marketing strategies	147
8.1	Competition-related strategies	147
8.2	Customer-related strategies	148
8.3	Time-related strategies	157
8.4	Budgeting for marketing strategies	158
D	Designing and implementing marketing programmes	165
9	Brand decisions	165
9.1	Basics about the brand	165
9.2	Brand policy decisions	169
10	Product decisions	179
10.1	Basics of products and services	179
10.2	Product mix decisions	183
10.3	Product innovation	187
11	Sales and customer relationship management decisions	197
11.1	Basics of sales management	197
11.2	Distribution channel decisions	201
11.3	Channel member decisions	204
11.4	Vertical coordination of channels	208
11.5	Personal selling	210
11.6	Customer management and CRM	213
11.7	Complaint management	216
12	Marketing communications decisions	221
12.1	Basics of marketing communications	221
12.2	Above-the-line communications	230

Table of Contents

12.3	Below-the-line communications	236
12.4	Media planning	240
13	Sales promotions decisions	248
13.1	Basics of sales promotions	248
13.2	Sales promotions as a cross-sectional task	251
13.3	Sales promotions tools	252
14	Pricing decisions	257
14.1	Basics of pricing	257
14.2	Behavioural aspects of pricing policy	260
14.3	Pricing methods	263
14.4	Pricing decisions at one specific point in time	264
14.5	Pricing decisions referring to periods of time	267
15	Marketing programme coordination	274
15.1	Integrated marketing	274
15.2	Product life cycle as a thinking grid	276
15.3	Dominance-Standard model as a thinking grid	279
15.4	Integration grid as a thinking grid	280
Appendix 1: Sample marketing plan structure		286
Appendix 2: Notes on dealing with written examination questions		288
Index		291