

Table of Contents

Chapter 1 Marketing Concepts

- 1.1 What is Marketing?
- 1.2 Evolution of the Marketing Concept
- 1.3 Marketing and the Organization
- 1.4 Marketing Activities
- 1.5 Market Segmentation
- 1.6 The Marketing Mix
- 1.7 Marketing Strategies

Chapter 2 The Consumer

- 2.1 Consumer Demand
- 2.2 Product Life Cycles
- 2.3 The Consumer Market
- 2.4 Consumer Motivation
- 2.5 The Buying Decision
- 2.6 The Industrial/Institutional Consumer

Chapter 3 The Competitive Market

- 3.1 The Free Market
- 3.2 Benefits of Competition
- 3.3 Direct versus Indirect Competition
- 3.4 Methods of Competition
- 3.5 Service Competition
- 3.6 The Product/Service Mix
- 3.7 The Competitive Market
- 3.8 Competing in International Markets

Chapter 4 Marketing Research

- 4.1 What is Marketing Research?
- 4.2 Gathering Secondary Data
- 4.3 Gathering Primary Data
- 4.4 Types of Marketing Research
- 4.5 Preparing the Research Report

Chapter 5 Product Development

- 5.1 Marketing and Product Development
- 5.2 Invention or Innovation?
- 5.3 Product Development Adds Utility
- 5.4 Form Utility
- 5.5 Information Utility

- 5.6 Place Utility
- 5.7 Time Utility
- 5.8 Possession Utility

Chapter 6 Positioning

- 6.1 What is Positioning?
- 6.2 Types of Positioning
- 6.3 How to Position a Product
- 6.4 Branding
- 6.5 Brand Strategies
- 6.6 Branding for International Markets
- 6.7 Packaging

Chapter 7 Pricing

- 7.1 Determining the Price
- 7.2 Other Factors that Affect Pricing
- 7.3 Pricing Strategies
- 7.4 Pricing Policies
- 7.5 Pricing for the International Market

Chapter 8 Distribution and Logistics

- 8.1 Channels of Distribution
- 8.2 Types of Channels
- 8.3 Selecting a Channel
- 8.4 Logistics
- 8.5 Inventory Management
- 8.6 Distributing to International Markets

Chapter 9 Advertising, Promotion, and Sales

- 9.1 The Importance of Advertising
- 9.2 Creating the Message
- 9.3 Selecting the Media
- 9.4 Publicity and Public Relations
- 9.5 Sales Promotion
- 9.6 Personal Selling

Glossary

Appendix

Index