

Preface

This textbook covers both the fundamental and strategic elements of marketing. No prior knowledge of the subject is assumed. It is an easy to assimilate text, written in an intelligent, yet comprehensible manner. It was written for those who are studying marketing, either as part of a broader business management type curriculum, or as a specialism in its own rights. Therefore, the book is aimed at diploma, degree and postgraduate candidates in business management as well as candidates on specialist marketing programmes.

It is divided into seventeen chapters and starts by introducing readers to the tenets of the marketing concept and the importance of adopting a strategic approach to the subject. The first chapter is intended to give readers a comprehensive overview of what is to follow, and to allay any apprehensions about what the subject contains.

Case studies at the end of each chapter allow readers to test their understanding of marketing in a practical manner by first tackling these cases and then referring to solutions to these cases on the accompanying website. A comprehensive section on how to handle both small tactical and longer strategic cases is included on the website. A number of more strategic cases are also included together with suggested solutions. Multiple choice tests complement the website as well as typical examinations questions. Each chapter ends with a number of key concepts which students should find useful when revising for examinations.

The text then examines business customers and end consumers, in terms of their purchasing behaviour and this is principally linked to sociological and psychological factors. Segmentation, targeting and positioning are then considered as the logical adjunct to purchasing motives, and practical suggestions are proffered as to how to conduct such an exercise in practice.

The important area of product decisions is then considered, including the three important concepts of new product development, diffusion of innovations and the product life cycle. Service products are particularly singled out for specific consideration in view of their contemporary importance. Technological forecasting and the Internet are specifically considered in the context of how they are now so critical when making product decisions.

Pricing is considered from an economic, an accounting and a marketing perspective and appropriate theories and constructs are explained and examined.

Channels of distribution and logistics are typically areas of marketing that have received scant consideration in the past, but with the development of 'Just-in-Time' or 'lean' manufacturing, delivery of precisely correct components and materials is critical to customers who work with minimal stocks and demand delivery within a precise time window, typically four hours. These implications are considered in the context of reverse marketing, the value chain and more specifically the supply chain.

The broad subject of communications is discussed from a strategic marketing planning viewpoint, and then advertising, sales promotion public relations and sponsorship are dealt with individually. Selling and sales management is also part of the communications mix and this is covered in a separate chapter that deals with recruitment, training, remuneration territory management as well as tactical aspects of the sales sequence. Developments in selling and sales management, including the notion of relationship marketing has meant that the role of salespersons has now changed, and in this context the implications for selling are examined. In fact, relationship marketing and customer care are now so important that this subject warrants a separate chapter. Pointers are given in relation to the establishment of a practical customer care programme. Issues like branding are also considered in the context of relationship marketing.

Direct marketing comprises an increasingly important part of the communications mix and this is dealt with separately. It covers issues like business and consumer direct mail, direct response advertising, mail order, database marketing, multi-level marketing. More specifically, the implications of information technology and its applications are examined in the context of direct marketing.

Information from the marketplace is gathered through marketing research. Practical aspects of marketing research techniques are considered along with strategic elements of the marketing information system including marketing intelligence and the internal accounting system and how these are utilized in the overall corporate planning process. Sales forecasting is the responsibility of marketing and this is the starting point for business planning as well as marketing planning. This important subject is dealt with in a separate chapter that looks at a variety of 'bottom-up' and 'top-down' techniques and discusses these in terms of their applicability to the particular forecasting situation.

The text is as much about strategic marketing planning as it is about basic marketing, so candidates who intend to study the subject of marketing in greater depth should find three chapters very useful as they are devoted to strategic marketing planning issues. Analysing the environment and appraising resources are what is referred to as the SWOT analysis (strengths, weaknesses, opportunities and threats) and these are covered along with environmental scanning, strategic group analysis, value chains and profiling systems. Having appraised the environment, the next step is to evaluate and control strategic marketing and here issues like the internal and external environment and 'noise' are considered. A chapter on the tools of strategic marketing planning includes the work of Porter, Arthur D. Little's industry maturity/competitive position matrix, experience curves effects in strategic planning, the Boston Consulting Group growth/share matrix, the McKinsey/General Electric business screen, the Shell directional policy matrix, profit impact on marketing strategy (PIMS analysis) and Green portfolio analysis.

Chapter 16 examines global issues in marketing including levels of involvement, cultural and social forces, methods of market entry and international marketing research and information systems.

The final chapter considers the marketing of services. Special characteristics like intangibility and non-ownership are considered in terms of inseparability, perishability and variability along with the extra '3Ps' of service marketing i.e. people, process and physical evidence. A particular growth area for the application of marketing concepts and techniques has been the area of not-for-profit organizations. The view is taken that applying marketing to not-for-profit organizations is made easier by regarding their marketing structures first, as one would regard that of any commercial enterprise.

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