Political Forces 56
Legal and Regulatory Forces 56
  Regulatory Agencies 58
  Self-Regulation 59
Technological Forces 60
Sociocultural Forces 61
Social Responsibility and Ethics in Marketing 63
  Economic Dimension 64
  Legal Dimension 64
  Ethical Dimension 65
  Philanthropic Dimension 67
Going Green: Enviropreneurs Have Mission to Reduce, Reuse, Recycle 68
Incorporating Social Responsibility and Ethics into Strategic Planning 69
  Chapter Review 71
  Key Concepts 73
  Issues for Discussion and Review 73
  Developing Your Marketing Plan 73
  Video Case 3 TOMS Expands One for One® Model to Eyewear 74

Part 2: Marketing Research and Target Markets 79

Chapter 4: Marketing Research and Information Systems 80
  The Importance of Marketing Research 81
  Types of Research 82
    Exploratory Research 83
    Conclusive Research 84
  The Marketing Research Process 84
    Locating and Defining Problems or Research Issues 85
    Designing the Research Project 85
    Collecting Data 86
  Entrepreneurship in Marketing: Six Spoke: Succeeding with Big Data 92
    Interpreting Research Findings 94
    Reporting Research Findings 95
  Using Technology to Improve Marketing Information Gathering and Analysis 95
    Marketing Information Systems 96
    Databases 96
  Marketing Debate: Marketing Information through Tracking Shoppers 97
    Big Data 97
    Marketing Analytics 99
    Marketing Decision Support Systems 100
  Issues in Marketing Research 100
    The Importance of Ethical Marketing Research 100
    International Issues in Marketing Research 102
  Chapter Review 103
  Key Concepts 104
  Issues for Discussion and Review 104
  Developing Your Marketing Plan 105
  Video Case 4 Marketing Research Reveals Marketing Opportunities in the Baby Boomer Generation 105

Chapter 5: Target Markets: Segmentation and Evaluation 109
  What Are Markets? 110
  Target Market Selection Process 110
    Step 1: Identify the Appropriate Targeting Strategy 111
      Undifferentiated Targeting Strategy 113
      Concentrated Targeting Strategy through Market Segmentation 113
    Marketing Debate: Is Anything Gained by Gender Targeting? 114
      Differentiated Targeting Strategy through Market Segmentation 114
    Step 2: Determine Which Segmentation Variables to Use 115
      Variables for Segmenting Consumer Markets 116
    Emerging Trends in Marketing: Going Native—How McDonald’s Targets Millennials 121
      Variables for Segmenting Business Markets 122
    Step 3: Develop Market Segment Profiles 123
    Step 4: Evaluate Relevant Market Segments 123
      Sales Estimates 123
      Competitive Assessment 124
      Cost Estimates 125
    Step 5: Select Specific Target Markets 125
    Developing Sales Forecasts 125
      Executive Judgment 126
      Surveys 126
      Time Series Analysis 126
      Regression Analysis 127
      Market Tests 127
      Using Multiple Forecasting Methods 127
  Chapter Review 128
  Key Concepts 129
  Issues for Discussion and Review 129
  Developing Your Marketing Plan 130
  Video Case 5 Mike Boyle Wants Customers Who Want to Train 130
Part 3: Customer Behavior and E-Marketing 133

Chapter 6: Consumer Buying Behavior 134

Consumer Buying Decision Process 135
  Problem Recognition 136
  Information Search 136
  Evaluation of Alternatives 137
  Purchase 137
  Postpurchase Evaluation 138

Types of Consumer Decision Making and Level of Involvement 138

Situational Influences on the Buying Decision Process 140

Psychological Influences on the Buying Decision
  Process 141
    Perception 141
    Motives 142
    Learning 144
    Attitudes 144

Going Green: Sustainability Initiatives Prompt Walmart to Team with Target! 145

Personality and Self-Concept 146

Entrepreneurship in Marketing: Supporting the Arts on Your Feet 147

Lifestyles 147

Social Influences on the Buying Decision Process 148
  Roles 148
  Family Influences 148
  Reference Groups 149
  Opinion Leaders 150
  Social Classes 150
  Culture and Subcultures 151

Consumer Misbehavior 155

Chapter Review 156
  Key Concepts 157
  Issues for Discussion and Review 158
  Developing Your Marketing Plan 158
  Video Case 6 Starbucks Refines the Customer Experience 158

Chapter 7: Business Markets and Buying Behavior 162

Business Markets 163
  Producer Markets 163
  Reseller Markets 164
  Government Markets 166

Emerging Trends in Marketing: Apple and IBM Join Forces to Serve Business Markets 166

Institutional Markets 167

Dimensions of Business Customers and Business Transactions 167
  Characteristics of Transactions with Business Customers 167
  Attributes of Business Customers 168

Primary Concerns of Business Customers 169
  Methods of Business Buying 170
  Types of Business Purchases 171

Demand for Business Products 171
  Derived Demand 172
  Inelastic Demand 172
  Joint Demand 172
  Fluctuating Demand 172

Business Buying Decisions 173
  The Buying Center 173
  Stages of the Business Buying Decision Process 174
  Influences on the Business Buying Decision Process 175

Entrepreneurship in Marketing: Serial Entrepreneurs Start Square 176

Industrial Classification Systems 177

Chapter Review 178
  Key Concepts 179
  Issues for Discussion and Review 179
  Developing Your Marketing Plan 180

Video Case 7 Dale Carnegie Focuses on Business Customers 180

Chapter 8: Reaching Global Markets 183

The Nature of Global Marketing Strategy 184

Environmental Forces in Global Markets 185
  Sociocultural Forces 185
  Economic Forces 186
  Political, Legal, and Regulatory Forces 188
  Ethical and Social Responsibility Forces 190

Going Green: BMW Set to Battle Tesla 191

Competitive Forces 192
  Technological Forces 193

Regional Trade Alliances, Markets, and Agreements 194
  The North American Free Trade Agreement (NAFTA) 195
  The European Union (EU) 195

  The Southern Common Market (MERCOSUR) 197
  The Asia-Pacific Economic Cooperation (APEC) 198
  Association of Southeast Asian Nations (ASEAN) 199
  The World Trade Organization (WTO) 199

Modes of Entry into International Markets 200
  Importing and Exporting 200
  Licensing and Franchising 201
  Contract Manufacturing 202
  Joint Ventures 202
  Direct Ownership 203
Customization Versus Globalization of International Marketing Mixes 204
Chapter Review 206
Key Concepts 207
Issues for Discussion and Review 207
Developing Your Marketing Plan 207
Video Case 8 Evo: The Challenge of Going Global 208

Chapter 9: Digital Marketing and Social Networking 213
Defining Digital Marketing 214
Growth and Benefits of Digital Marketing 215
Types of Consumer-Generated Marketing and Digital Media 216
Social Networks 216
Blogs and Wikis 219
Media-Sharing Sites 220
Virtual Sites 221
Emerging Trends in Marketing: BuzzFeed Offers Lucrative Forum for Native Advertising 222

Part 4: Product and Price Decisions 241

Chapter 10: Product, Branding, and Packaging Concepts 242
What Is a Product? 243
Classifying Products 245
Consumer Products 245
Business Products 247
Product Line and Product Mix 249
Product Life Cycles and Marketing Strategies 250
Introduction 250
Growth 251
Maturity 252
Decline 253
Entrepreneurship in Marketing: GoldieBlox Are “Just Right” for Today’s Little Girls 253
Product Adoption Process 254
Branding 255
Value of Branding 256
Marketing Debate: Is the Current Level of Campus Marketing Appropriate? 256
Brand Equity 257
Types of Brands 259
Selecting a Brand Name 259
Protecting a Brand 260
Branding Policies 261
Brand Extensions 262
Co-Branding 262
Brand Licensing 263
Packaging 263
Packaging Functions 264

Chapter 11: Developing and Managing Goods and Services 273
Managing Existing Products 274
Line Extensions 274
Product Modifications 275
Developing New Products 276
Idea Generation 277
Screening 278
Concept Testing 278
Business Analysis 278
Product Development 279
Test Marketing 279
Commercialization 280
Product Differentiation Through Quality, Design, and Support Services 282
Product Quality 282
Product Design and Features 283
Product Support Services 283
Marketing Debate: Is the Customer Always Right? 284
Product Positioning and Repositioning 284
Perceptual Mapping 284
Bases for Positioning 285
Repositioning 286
Product Deletion 286
Managing Services 287
Nature and Importance of Services 288
Characteristics of Services 288
Developing and Managing Marketing Mixes for Services 291
Development of Services 291
Pricing of Services 292
Distribution of Services 294
Promotion of Services 294
Organizing to Develop and Manage Products 296
Chapter Review 297
Key Concepts 298
Issues for Discussion and Review 298
Developing Your Marketing Plan 298
Video Case 11 Do AXE Products Make Men More Desirable? 299

Chapter 12: Pricing Concepts and Management 303
Development of Pricing Objectives 305
Survival 305
Profit 305
Return on Investment 306
Market Share 306
Cash Flow 306
Status Quo 306
Product Quality 306

Assessment of the Target Market's Evaluation of Price 307
Analysis of Demand 308
Demand Curves 308
Demand Fluctuations 309
Assessing Price Elasticity of Demand 309
Demand, Cost, and Profit Relationships 310
Marginal Analysis 310
Break-Even Analysis 313
Evaluation of Competitors' Prices 314
Emerging Trends in Marketing: Enjoying "No Commitment" Bling 315
Selection of a Basis for Pricing 315
Cost-Based Pricing 316
Demand-Based Pricing 316
Competition-Based Pricing 317
Selection of a Pricing Strategy 317
New-Product Pricing 317
Differential Pricing 318
Psychological Pricing 319
Product-Line Pricing 321
Promotional Pricing 321
Determination of a Specific Price 322
Marketing Debate: Travel Prices and Fine Print 323
Pricing for Business Markets 323
Geographic Pricing 323
Transfer Pricing 323
Discounting 323
Chapter Review 324
Key Concepts 326
Issues for Discussion and Review 327
Developing Your Marketing Plan 327
Video Case 12 Pricing at the Farmer's Market 327

Part 5: Distribution Decisions 331

Chapter 13: Marketing Channels and Supply-Chain Management 332
Foundations of the Supply Chain 333
The Role of Marketing Channels in Supply Chains 334
The Significance of Marketing Channels 336
Types of Marketing Channels 337
Selecting Marketing Channels 341
Intensity of Market Coverage 343
Entrepreneurship in Marketing: Alibaba Opens Channels to China 343
Intensive Distribution 344
Selective Distribution 344
Exclusive Distribution 344
Strategic Issues in Marketing Channels 345
Competitive Priorities in Marketing Channels 345
Channel Leadership, Cooperation, and Conflict 345
Channel Integration 348
Physical Distribution in Supply-Chain Management 349
Order Processing 351
Inventory Management 351
Materials Handling 352
Going Green: Second Chance Toys Gives Toys New Life 353
Warehousing 353
Transportation 354
Legal Issues in Channel Management 357
Dual Distribution 357
Restricted Sales Territories 357
Tying Agreements 357
Exclusive Dealing 358
Refusal to Deal 358
Chapter Review 358
Key Concepts 360
Issues for Discussion and Review 360
Developing Your Marketing Plan 361
Chapter 14: Retailing, Direct Marketing, and Wholesaling 364

Retailing 365
Major Types of Retail Stores 366
General-Merchandise Retailers 366
Going Green: Wegmans Promotes Green Products, Green Shopping, and Green Energy 368
Specialty Retailers 370
Emerging Trends in Marketing: Story's Ever-Changing Merchandise Story 370
Strategic Issues in Retailing 372
Location of Retail Stores 372
Retail Positioning 374

Chapter Review 385
Key Concepts 387
Issues for Discussion and Review 387
Developing Your Marketing Plan 388

Chapter 15: Integrated Marketing Communications 392
The Nature of Integrated Marketing Communications 393
The Communication Process 394
The Role and Objectives of Promotion 396
Create Awareness 397
Stimulate Demand 397
Encourage Product Trial 398
Identify Prospects 398
Retain Loyal Customers 399
Facilitate Reseller Support 399
Combat Competitive Promotional Efforts 399
Reduce Sales Fluctuations 400
The Promotion Mix 400
Advertising 401
Personal Selling 402
Public Relations 402
Sales Promotion 403
Selecting Promotion Mix Elements 404
Promotional Resources, Objectives, and Policies 404
Marketing Debate: E-Cigarette Ads Increase on Television 404
Characteristics of the Target Market 405
Characteristics of the Product 405
Costs and Availability of Promotional Methods 406
Push and Pull Channel Policies 406
The Growing Importance of Word-of-Mouth Communications 407
Emerging Trends in Marketing: Artist Demonstrates Product Placement through Walmart Art 409
Product Placement 409
Criticisms and Defenses of Promotion 410

Chapter Review 411
Key Concepts 412
Issues for Discussion and Review 412
Developing Your Marketing Plan 412

Chapter 16: Advertising and Public Relations 416
The Nature and Types of Advertising 417
Marketing Debate: Pet Food War 419
Developing an Advertising Campaign 419
Identifying and Analyzing the Target Audience 420
Defining the Advertising Objectives 421
Creating the Advertising Platform 422
Determining the Advertising Appropriation 422
Developing the Media Plan 423
Creating the Advertising Message 425
Executing the Campaign 429
Evaluating Advertising Effectiveness 429
Who Develops the Advertising Campaign? 431
Public Relations Tools 432
Entrepreneurship in Marketing: The Homemade Gin Kit: Masters of PR 433
Evaluating Public Relations Effectiveness 434
Dealing with Unfavorable Public Relations 435

Chapter Review 436
Key Concepts 437
Issues for Discussion and Review 437
Developing Your Marketing Plan 438

Video Case 16 Scripps Networks Interactive: An Expert at Connecting Advertisers with Programming 438
Chapter 17: Personal Selling and Sales Promotion 442

The Nature of Personal Selling 443
Steps of the Personal Selling Process 444
  Prospecting 445
  Preapproach 446
  Approach 446
  Making the Presentation 446
  Overcoming Objections 447
  Closing the Sale 447
  Following Up 447
Types of Salespeople 447
  Sales Structure 448
  Support Personnel 448
Team and Relationship Selling 449
  Team Selling 449
  Relationship Selling 449
Managing the Sales Force 450
  Establishing Sales Force Objectives 451
  Determining Sales Force Size 451
  Recruiting and Selecting Salespeople 451
Going Green: Viridian Energy Sells Green Directly to Consumers 452
  Training Sales Personnel 452
  Compensating Salespeople 453
  Motivating Salespeople 455

Marketing Debate: Making Gifts More Transparent 456
  Managing Sales Territories 456
  Controlling and Evaluating Sales Force Performance 457
The Nature of Sales Promotion 458
Consumer Sales Promotion Methods 459
  Coupons and Cents-Off Offers 459
  Money Refunds and Rebates 460
  Shopper, Loyalty, and Frequent-User Incentives 461
  Point-of-Purchase Materials and Demonstrations 461
  Free Samples and Premiums 462
  Consumer Contests, Consumer Games, and Sweepstakes 462
Trade Sales Promotion Methods 463
  Trade Allowances 463
  Cooperative Advertising and Dealer Listings 464
  Free Merchandise and Gifts 464
  Premium Money 464
  Sales Contest 464

Chapter Review 465
Key Concepts 466
Issues for Discussion and Review 466
Developing Your Marketing Plan 466
Video Case 17 Nederlander Organization Rewards the Audience 467

Glossary G-1
Name Index I-1
Organization Index I-6
Subject Index I-10

AVAILABLE ONLY ONLINE:
  Appendix A: Financial Analysis in Marketing
  Appendix B: Sample Marketing Plan
  Appendix C: Careers in Marketing