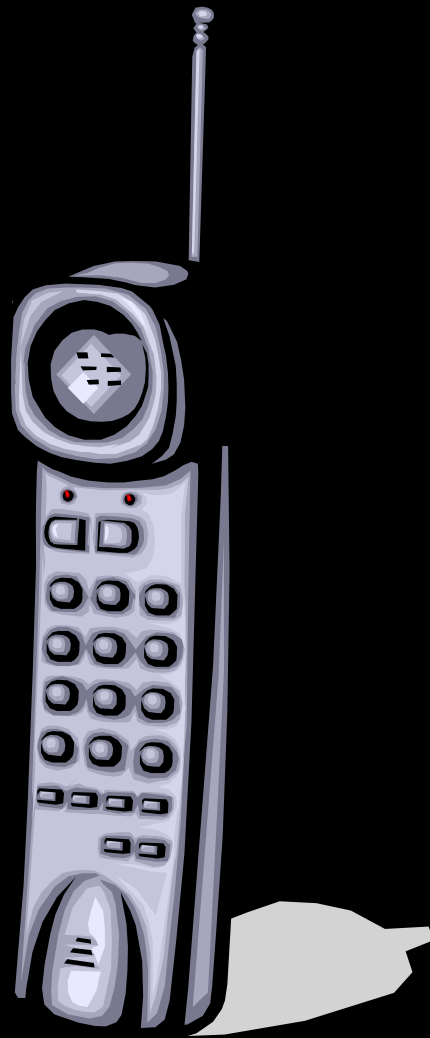
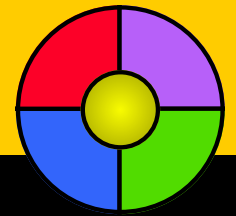
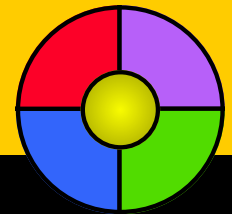


GOOD AFTERNOON!



**PLEASE SWITCH
OFF YOUR
MOBILE PHONES
OR PUT THEM
INTO A SILENT
MODE.
THANK YOU!**

Group Project Assignment



- form groups of 7-10 members; please involve foreigner(s) in the groups (if the number of students from abroad permits it)
- select a product or a market segment to focus on
- provide a comparison of this product/market segment in the CZ and in a foreign country; focus namely on the product characteristic (targeting, positioning), profile of consumers & their preferences, market characteristic (size, growth/decline, dynamics), price, distribution, advertisement, etc.
- you have 3 weeks (deadline: March 12, 2007) to choose a particular product/segment and make a list of groups members (including their e-mails), the first name on the list will be the group leader. Each group should have a different product/segment!!!!
- you are supposed to submit your findings in a form of a .ppt presentation
- the group/selected speakers will give a short oral presentation (approx. 15-20 minutes) at the end of semester, discussion with tutor(s) will follow
- you are required to cite/quote source of information
- the group project may affect your final grading

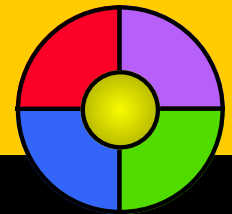


Basic Marketing

A Global-Managerial Approach

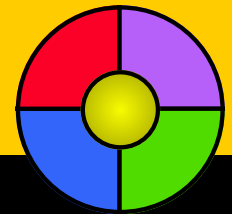
William D. Perreault, Jr.
E. Jerome McCarthy

Course objectives



- to have a better understanding of marketing & use analytical approaches to tackle MKT problems
- to handle basic marketing terminology
- to identify the essential environmental and organizational factors
- to conduct essential marketing research
- to analyse consumer behaviour
- to be able to apply marketing tools (4P)
- to have sufficient knowledge of the elements of the marketing planning & strategy
- to understand international context of marketing issues

Misconceptions of Marketing



- Marketer create needs, manipulate people to buy something they don't want
- Marketing = selling = advertising
- Marketing = shoes polishing
- Customer will favour those products that offer the most quality, performance & innovative feature



DESPITE WHAT SOME PEOPLE THINK, ADVERTISING CAN'T MAKE YOU BUY SOMETHING YOU DON'T NEED.

Some people would have you believe that you are putty in the hands of every advertiser in the country. They think that when advertising is put under your nose, your mind turns to oatmeal. It's mass hypnosis. Subliminal suggestion. Brain washing. Mind control. That's advertising. And you are a pushover for it.

It explains why your kitchen cupboard is full of food you never eat. Why your garage is full of cars you never drive. Why your house is full of books you don't read, TV's you don't watch, beds you don't use, and clothes you don't wear. You don't have a choice. You are forced to buy.

That's why this message is a cleverly disguised advertisement to get you to buy land in the tropics. Got you again, didn't we? Send in your money.

ADVERTISING
ANOTHER WORD FOR FREEDOM OF CHOICE.
American Association of Advertising Agencies

You don't have to be a genius to work successfully in marketing!

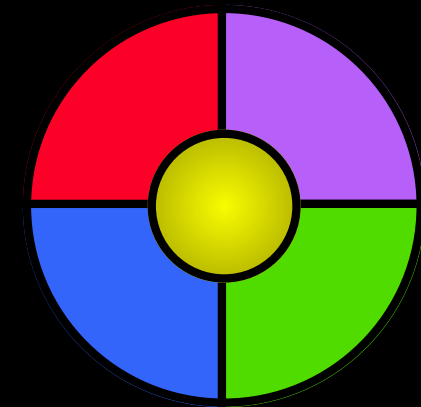
For use only with Perreault and McCarthy texts.

© The McGraw-Hill Companies, Inc., 1999

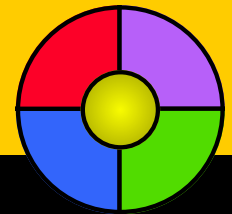
Irwin/McGraw-Hill

Chapter 1:

Marketing's Role & Principles of MKT & Historical Overview

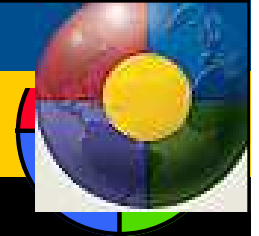


Objectives



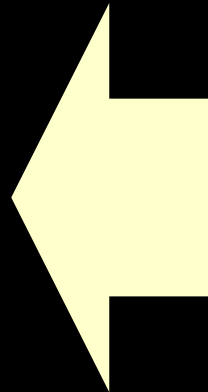
When you finish this chapter, you should

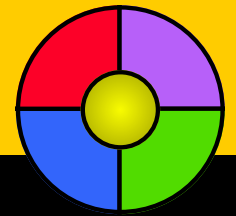
1. Know what marketing is and why you should learn about it.
2. Understand the difference between micro-marketing and macro-marketing.
3. Know why and how macro-marketing systems develop.
4. Understand why marketing is crucial to economic development and our global economy.
5. Know why marketing specialists—including middlemen and facilitators—develop.
6. Know the marketing functions and who performs them.
7. Understand the important new terms.



Alternative Views of Marketing Activities

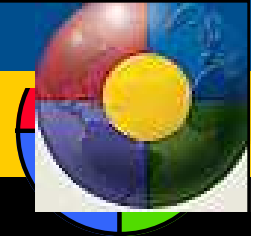
**Micro-
Marketing**





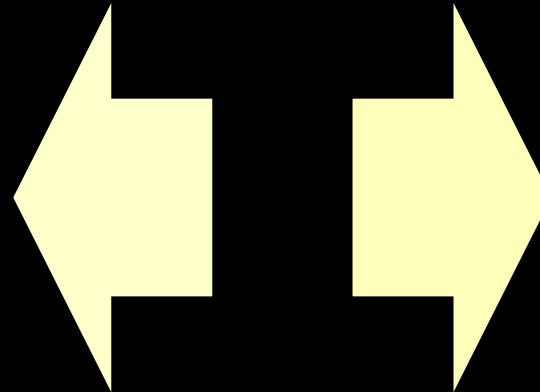
Micro-marketing

The performance of activities that seek to accomplish an organization's objectives by anticipating customer needs and directing the flow of need-satisfying goods and services.



Alternative Views of Marketing Activities

**Micro-
Marketing**

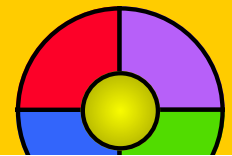


**Macro-
Marketing**



Macro-marketing

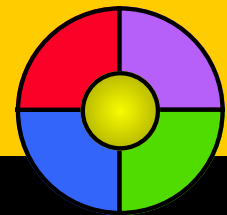
A social process that directs an economy's flow of goods and services to effectively match supply and demand and to meet society's objectives.



Micro-Macro Dilemma

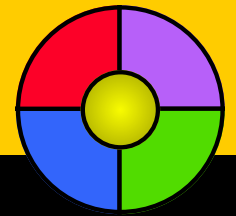
- **Micro-macro dilemma: what is "good" for some producers and consumers may not be good for society as a whole.**
- **Examples:**
 - ◆ some consumers want handguns, but guns can be dangerous
 - ◆ all terrain vehicles are fun for some people, but may result in injuries or damage to wilderness areas
 - ◆ non-returnable soft drink bottles are convenient, but sometimes result in litter and dangerous broken glass along highways.
 - ◆ repairing an old air-conditioning system might save the owner money, but might require continued use of ozone depleting fluorocarbons (used as coolant)

Implications of the Definition of Micro-Marketing



- Applies to profit and nonprofit organizations.
- NOT just persuading customers to buy.
- Begins with customer needs and focuses on customer satisfaction.
- Marketing activities -- it is a philosophy that guides the whole business.
- Seeks to build a relationship with the customer.

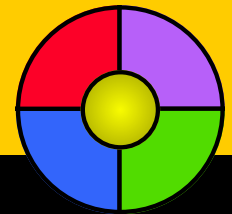
Marketing Is Important!



- Marketing impacts all of us in our lives as consumers
 - Gives us choices
 - Stimulates innovation and economic growth
- Regardless of what career path you take, no firm (or non-profit organization) survives for long if it can't satisfy some group(s) of customers
- There are many good job opportunities in marketing

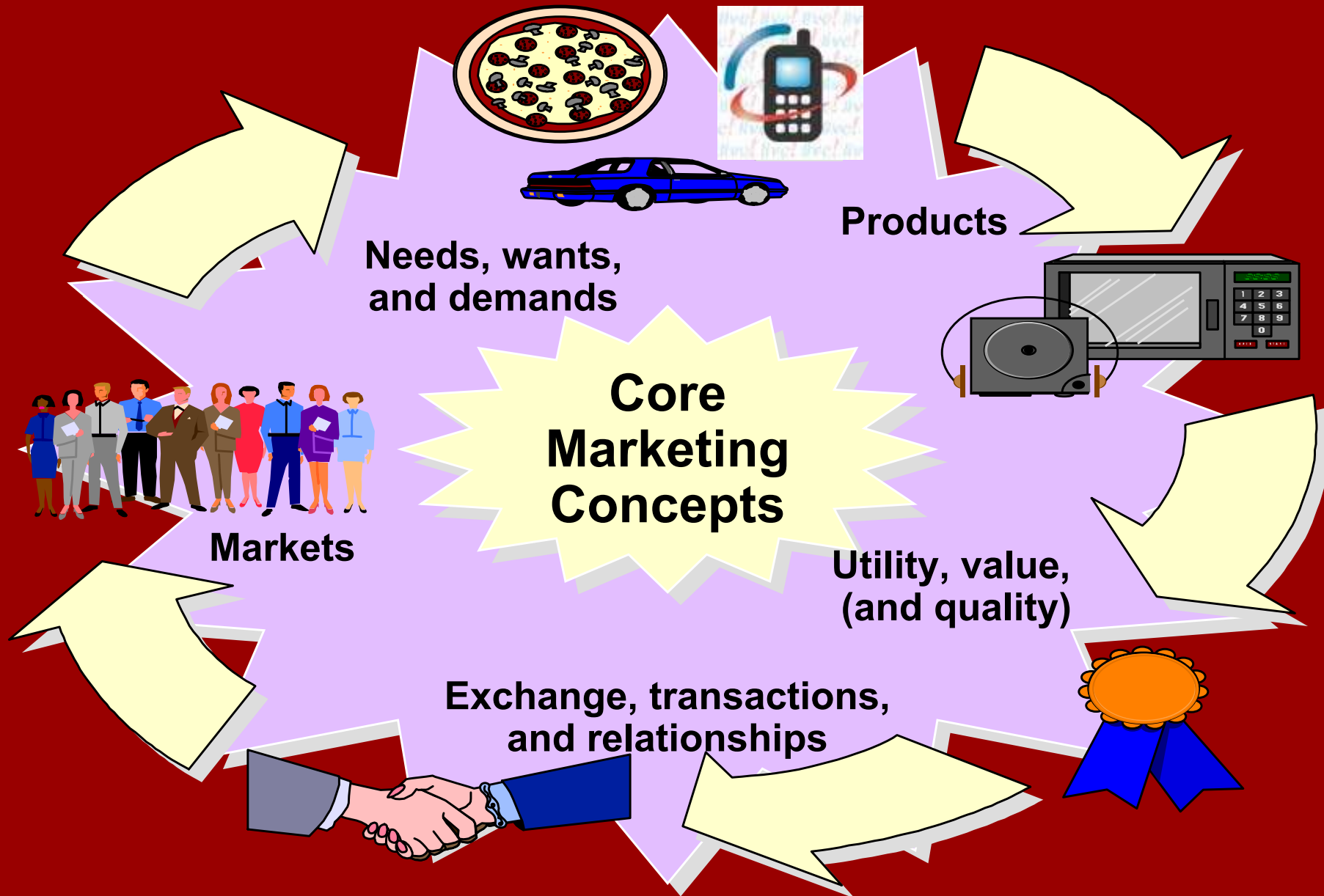
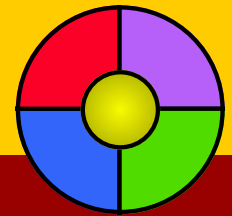


Definition of Marketing

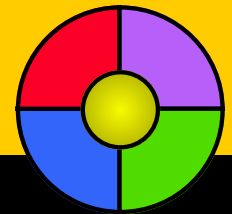


- *Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create and maintain relationships that will satisfy individuals and organizational objectives. (Boone and Kurtz)*
- *Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value with others" (Philip Kotler)*

The Cycle



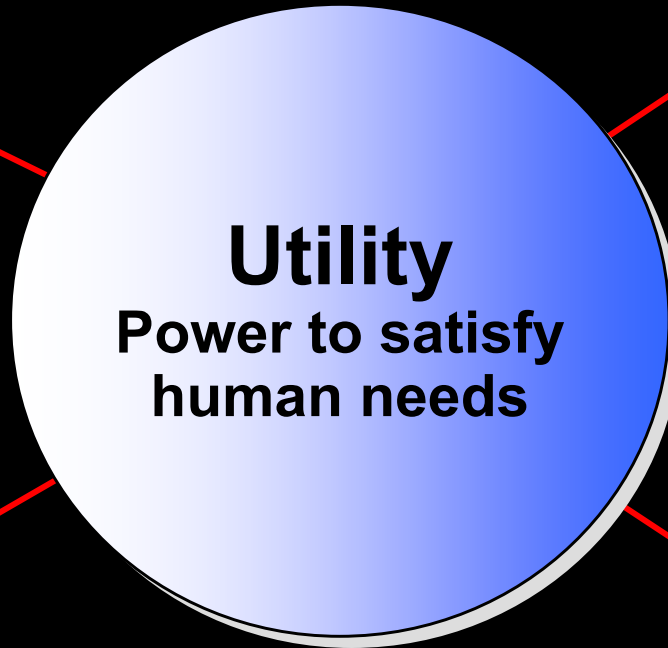
Utility and Marketing



From Production

**Form
(tangible)**

**Task
(service)**



Time

Place

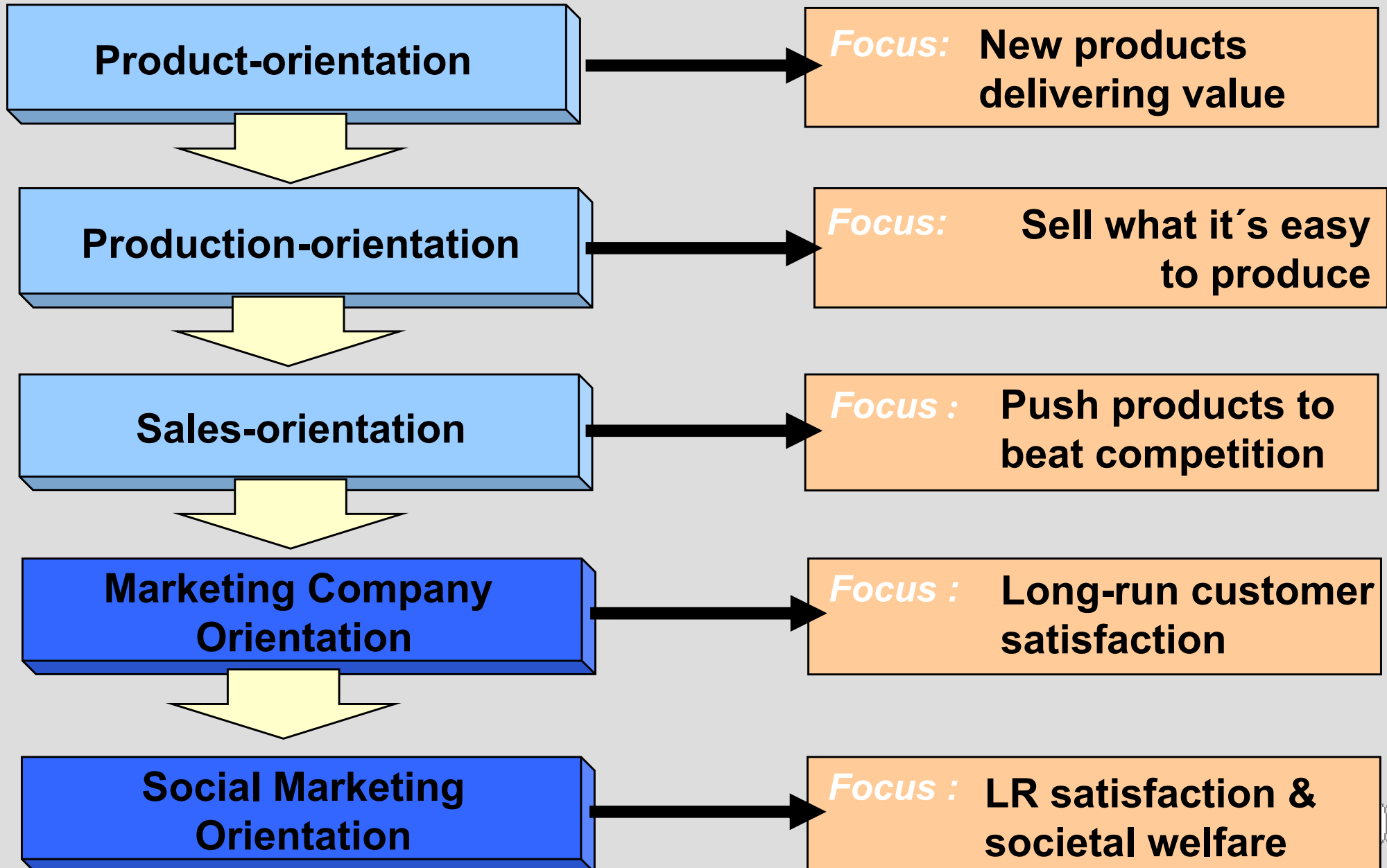
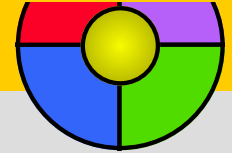
Possession

From Marketing

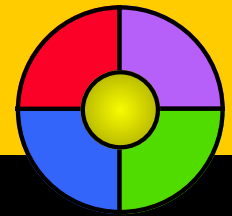
Exhibit 1-1

1-6

Marketing Historical Development



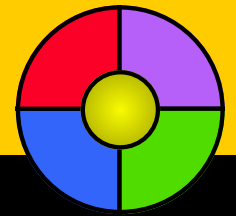
Production Orientation



Henry Ford: „You can have any colour as long as its black“

Ford Model „T“

Social Marketing



**Society
(Human Welfare)**



**Consumers
(Satisfaction)**

**Company
(Profits)**