



# Service Science, Management and Engineering

## General overview

Tento projekt je spolufinancován Evropským sociálním fondem a státním rozpočtem České republiky.



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

Název prezentace v zápatí

## Content of the course

- Basic of marketing methodology
- Management of marketing
- Analysis of market environment
- Marketing and work with information
- Basic marketing tools (marketing mix)

## Definition

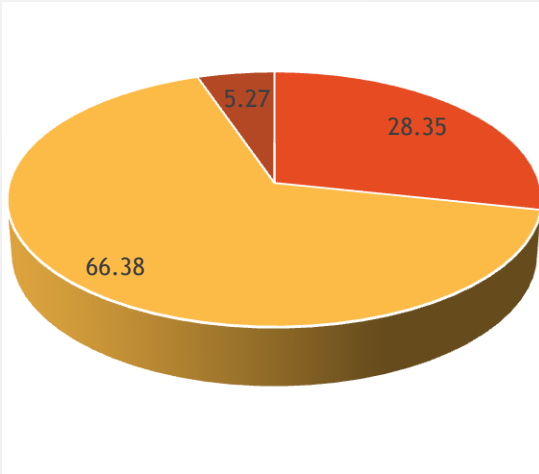
Marketing is defined by the American Marketing Association [AMA] as *"the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."*



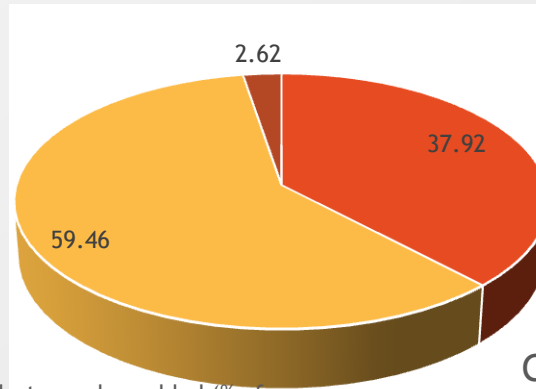
***Why should we  
concentrate to  
marketing of services?***

# Contributions of Service Industries to Gross Domestic Product

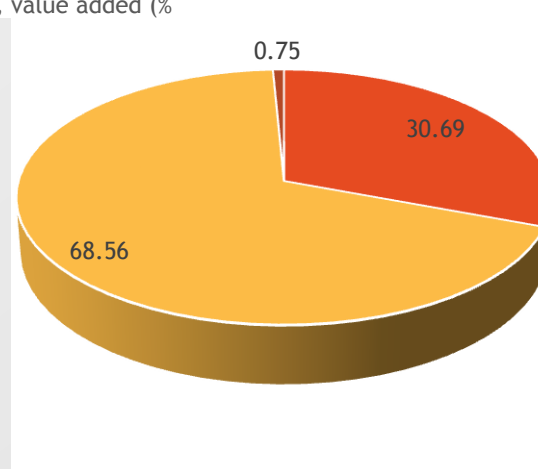
Bulgaria



Czech republic



Germany



- Industry, value added (% of GDP)
- Services, etc., value added (% of GDP)
- Agriculture

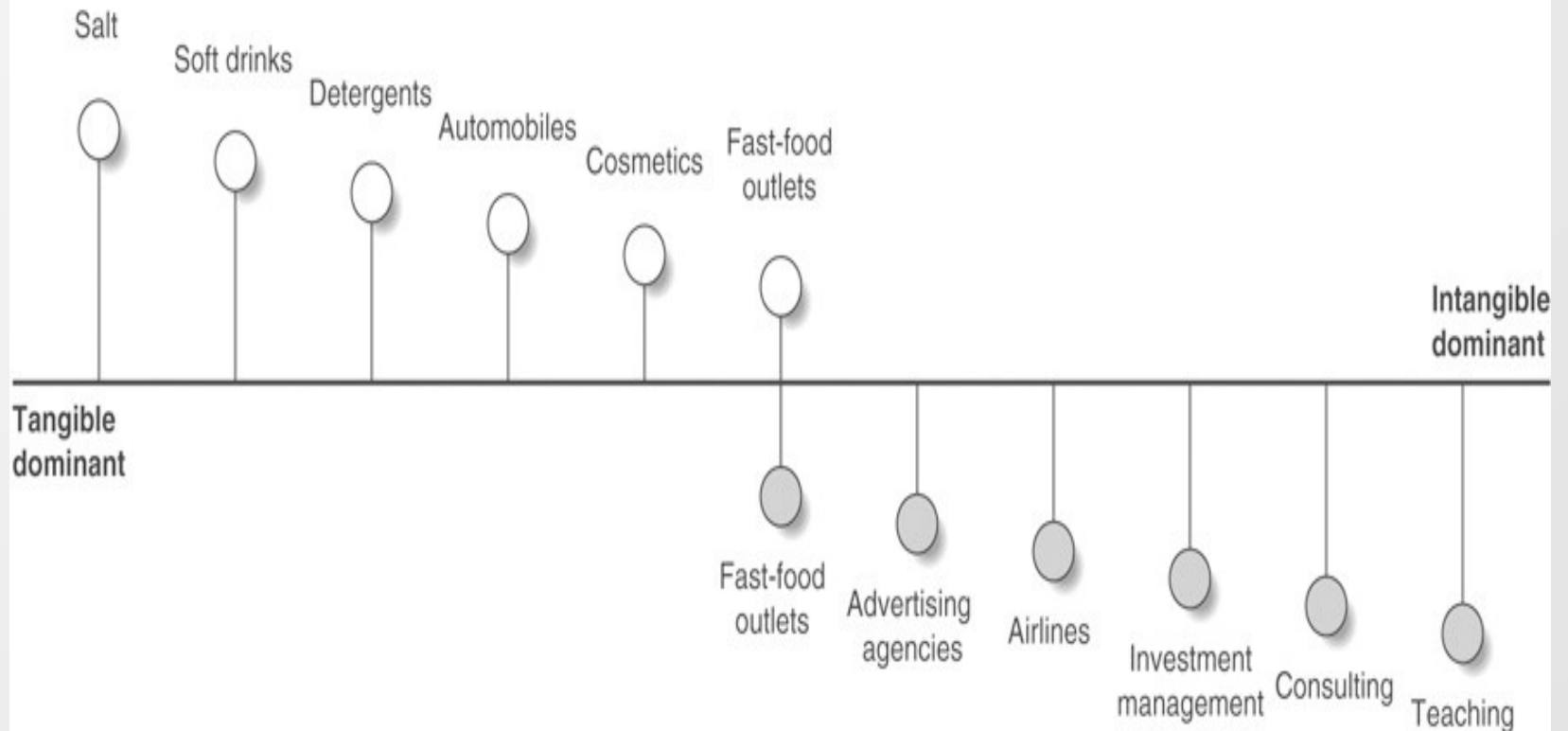
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# Tangibility Spectrum

**FIGURE 1.2** Tangibility Spectrum

Source: G. Lynn Shostack, "Breaking Free from Product Marketing," *Journal of Marketing* 41 (April 1977), pp. 73–80. Reprinted with permission of the American Marketing Association.



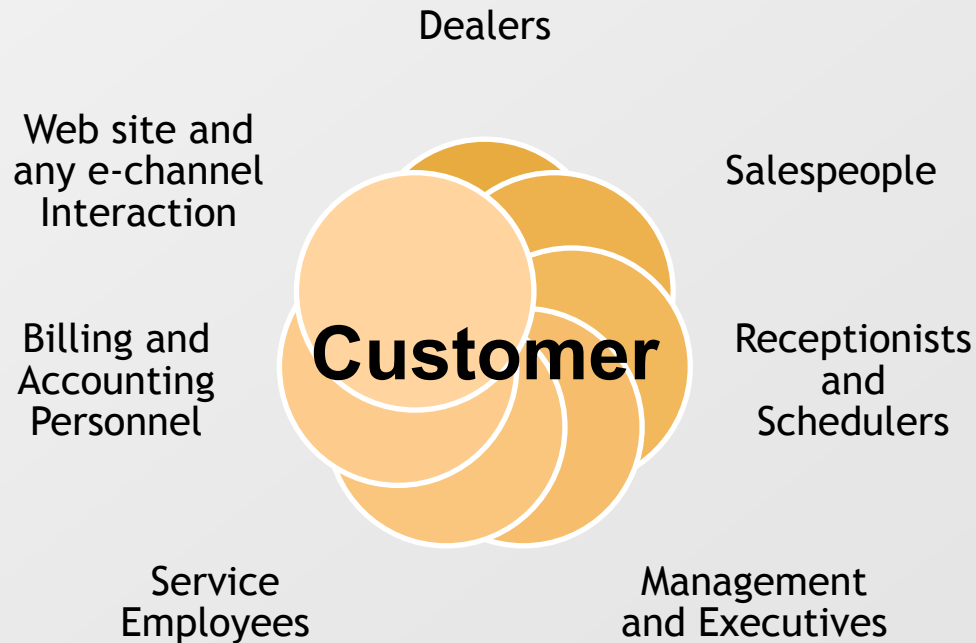


## Overview: Why Services Matter

- Services dominate EU and worldwide economies
- Services are growing dramatically
- Service leads to customer retention and loyalty
- Service leads to profits
- Services help manufacturing companies differentiate themselves

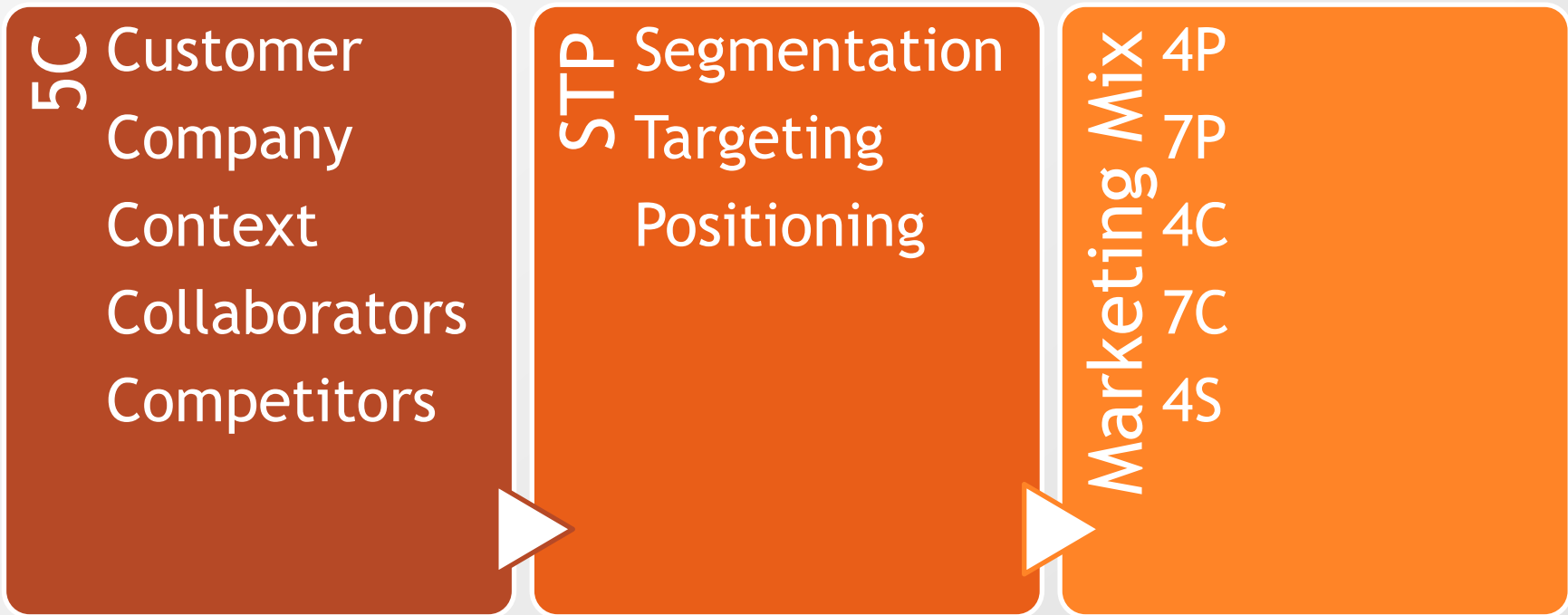
## What is Service? The New View

- Service includes every interaction between any customer and anyone representing the company, including:





## Marketing framework



## Situation Analysis

### Customer

- Who is our typical customer?
- Whom are our products designed for?
- What value do we bring to the customer?

### Company

- What is our company background?
- What is our position on the market?
- How do we manage the company processes?

### Context

- What are political conditions?
- Are there any economical issues?
- What is level of technological development?

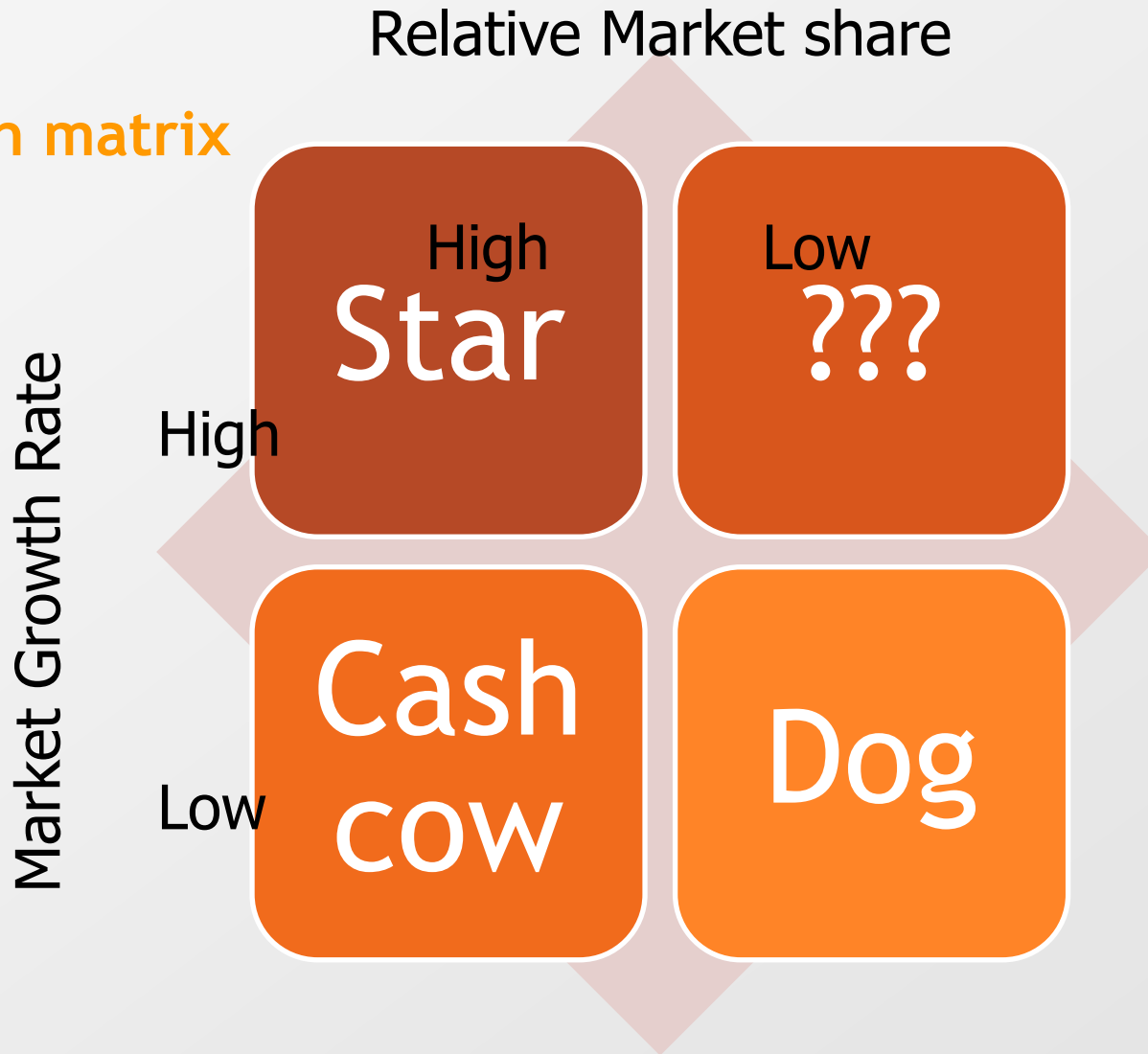
### Collaborators

- Whom do we need to finalize our production?
- Are there any unreplaceable companies?
- What do we expect from our partners?

### Competitors

- Do we know our competitors?
- What is the highest danger?
- How do we map the whole market?

## Boston matrix





## The STP Process

Segmentation is the process of classifying customers into groups which share some common characteristic

Targeting involves the process of evaluating each segments attractiveness and selecting one or more segments to enter

Positioning is arranging for a product to occupy a clear, distinctive and desirable place relative to competing products in the mind of the consumer

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**Mass Marketing**  
Same product to all customers

**Segment Marketing**  
Different products to one or more segments  
(some segmentation)

**Niche Marketing**  
Different products to subgroups within segments  
(more segmentation)

**Micromarketing**  
Products to suit the tastes of individuals and locations  
(complete segmentation)

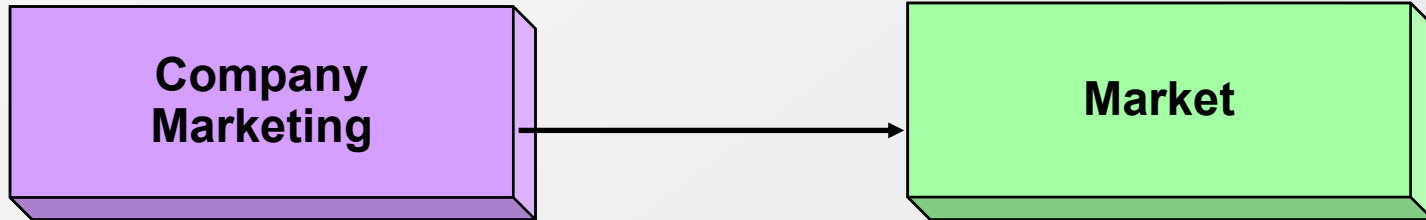
**Local Marketing**  
Tailoring brands/ promotions to  
local customer groups

**Individual Marketing**  
Tailoring products/ programs to  
individual customers

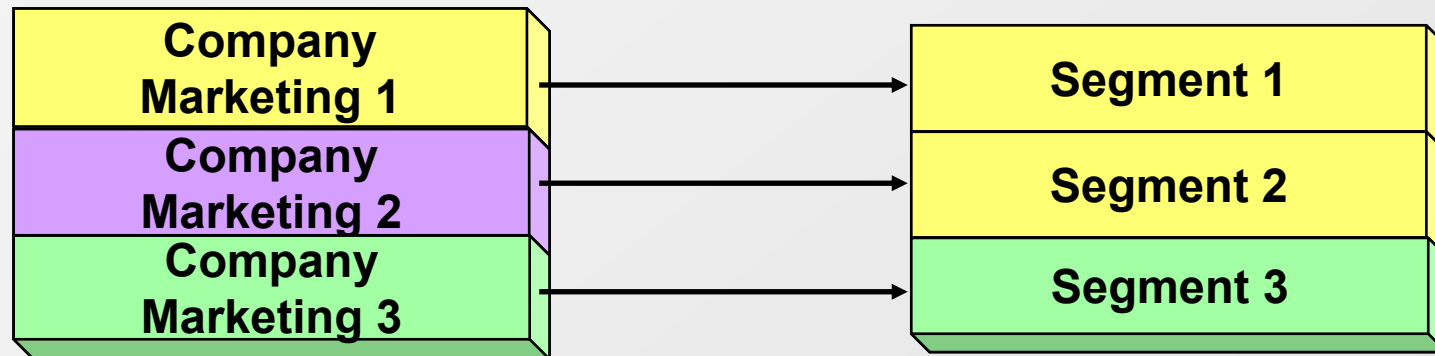
# Market Targeting

## Market Coverage Strategies

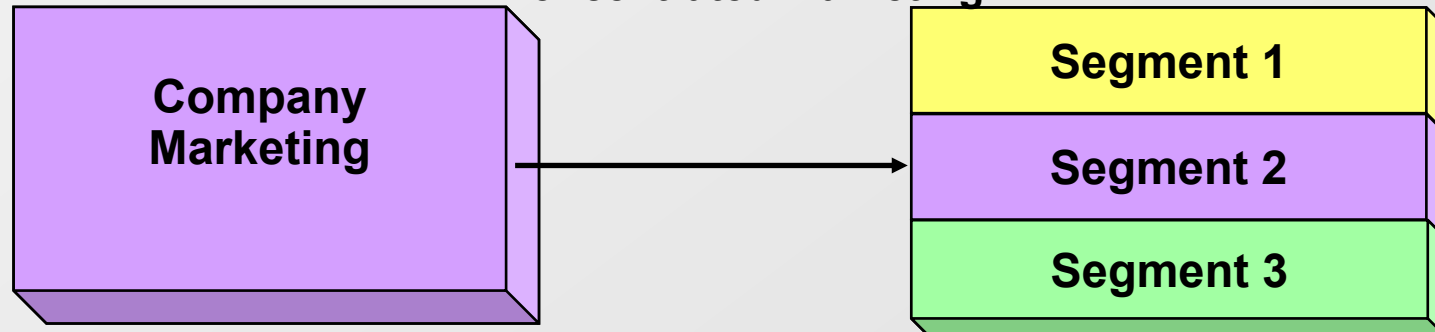
### A. Undifferentiated Marketing



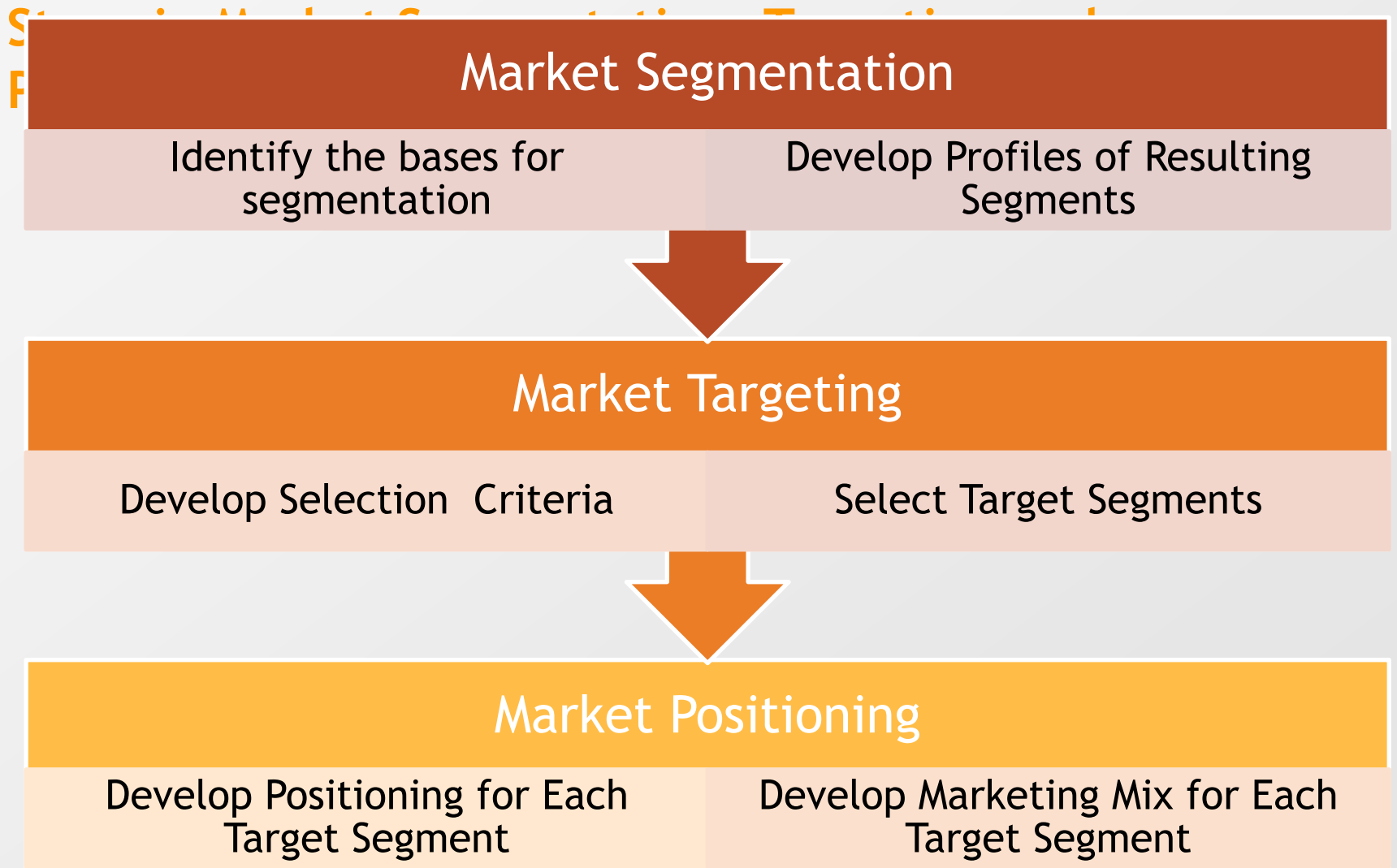
### B. Differentiated Marketing



### C. Concentrated Marketing

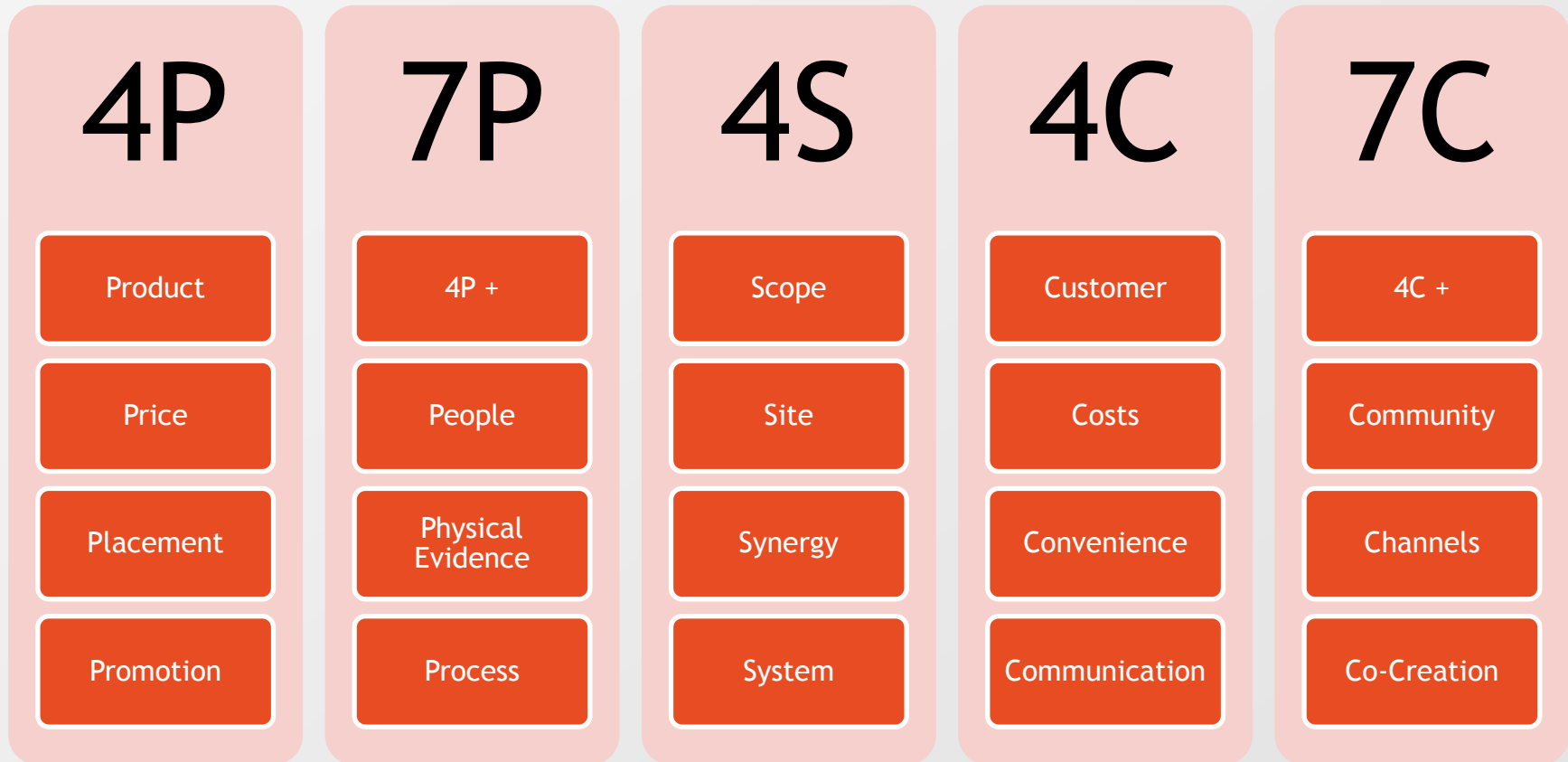




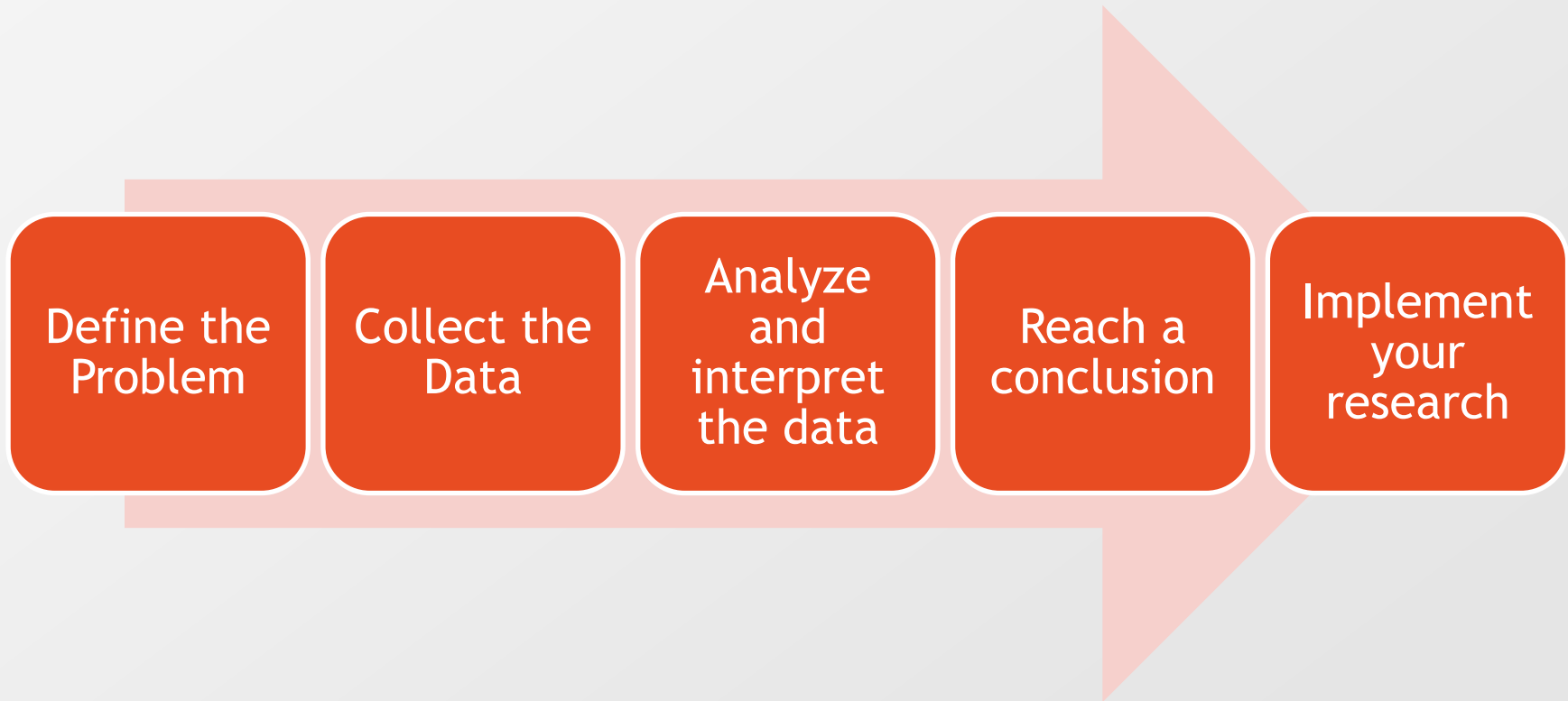




## Marketing mix



## 5 key steps in Marketing Research



## A Classification of Marketing Research

# Marketing research

## Problem Identification Research

## Problem Solving Research

Market Potential Research

Market Share Research

Image Research

Market Characteristics Research

Forecasting Research

Business Trends Research

Segmentation Research

Product Research

Pricing Research

Promotion Research

Distribution Research

## Qualitative and Quantitative Research

### Quantitative Research

- Quantitative research looks at patterns in numeric data.
- Quantitative research gathers data in numerical form which can be put into categories or measured in units of measurement.
- This type of data can be used to construct graphs and tables.

### Qualitative Research

- Qualitative research gathers information that is not in numerical form.
- Qualitative data is typically descriptive data.
- When you think of qualitative data, Think of the word 'quality' - because in qualitative analysis we are taking a deep quality look at a phenomenon.

## Qualitative methods of marketing research

Mystery shopping

Focus group

SERVQUAL

In depth interview

Observations

## Quantitative methods examples

### CAPI

- Computer-assisted personal interviewing

### CATI

- Computer Assisted Telephonic Interview

### CAWI

- Computer Assisted Web Interview

### Surveys

### In-hall test (CLT)

- Central Location Test

## Examples of unusual marketing

### Niche marketing

- Highly specialized product or service
- Not suitable for big companies
- Customizable products or services

### Guerrilla marketing

- Innovative ways of marketing
- Using ideas, not money

## Meme

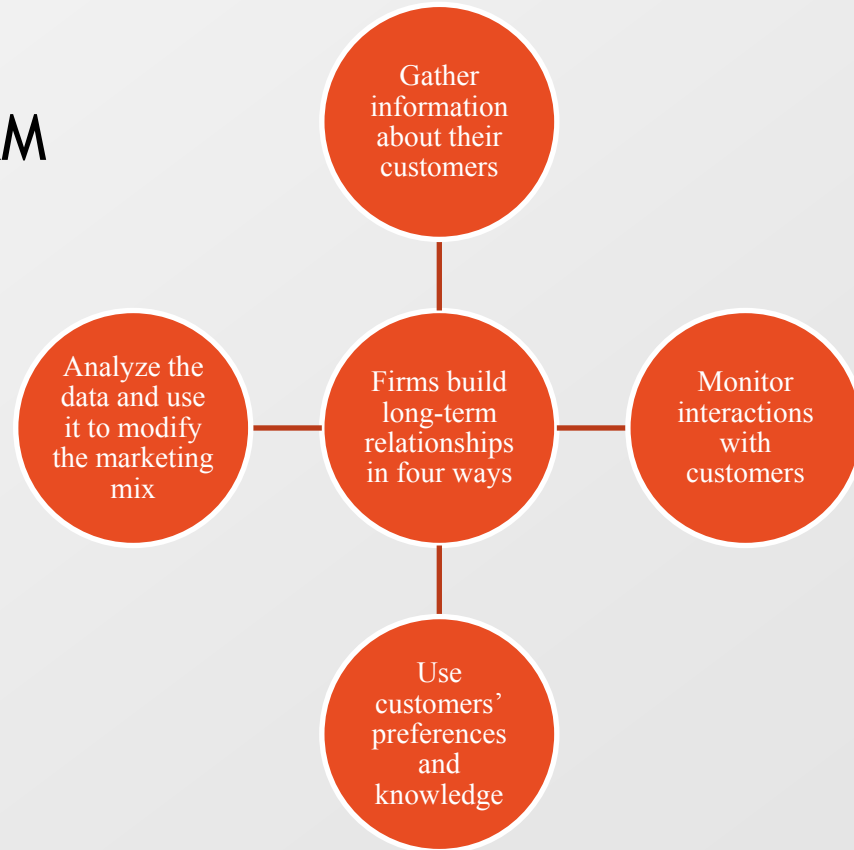
- is an idea, behavior, or style that spreads from person to person within a culture
- It represents the idea and the company
- Short and useful





## Relationship marketing

- Core concepts of CRM
- Key drivers of RM



## Last presentation???

- ☞ Come and see - but it will be a part of exam!