

A 28 / 443

TECHNISCHE HOCHSCHULE
DARMSTADT
INSTITUT FOR
BETRIEBSWIRTSCHAFTSLEHRE

Basic Marketing

CONTENTS

PART 1 INTRODUCTION

- | | | |
|---|---|----|
| 1 | The Marketing Field | 3 |
| | Definition of Marketing. Marketing and Society. Marketing as a Field of Study. | |
| 2 | The Marketing Concept | 19 |
| | Environmental Factors Influencing Adoption of the Marketing Concept. Organization Conditions Preceding Adoption of the Marketing Concept. Conclusion—The Marketing Concept. | |

- 3 The Marketing Organization 43**
- Modern Organization Theory—Some Pertinent Aspects. Company Goals and the Marketing Organization. Marketing Organization and the Transition to the Marketing Concept. Internal Organization of the Marketing Department. Conclusion.

- 4 Marketing Management—Decision-Making 68**
- The Managerial Functions in Marketing. Marketing Decision-Making. Conclusion.

PART 2 MARKETS

- 5 Market Segmentation 101**
- Markets and Market Segmentation. Ultimate Consumers. Bases for Dividing Consumer Markets. Industrial Users. Conclusion—Segmentation and Marketing Strategy.

- 6 Buyer Behavior: Its Economic and Psychological Aspects 131**
- Economic Factors Affecting Buyer Behavior. Psychological Factors Affecting Buyer Behavior. Conclusion.

- 7 Buyer Behavior: Its Socio-Cultural Aspects 162**
- Reference Groups. Influence of the Masses. Social Stratification and Classes. Other Social Influences. Conclusion.

PART 3 THE PRODUCT: MARKETING CHARACTERISTICS

- 8 The Product: Marketing Characteristics 187**
- Consumers' Goods—Marketing Characteristics. Industrial Goods—Marketing Characteristics. Conclusion.

9 Product Innovation 203

Reasons for Product Innovation. Organizing for Product Innovation. Developing New Products. Timing New Product Introduction. The Product Life Cycle. Why New Products Fail: Some Conclusions.

10 Formulating Product-Market Strategy: No Product Change 229

No Product Change—No Market Change. No Product Change—Improved Market. No Product Change—New Market. Conclusion.

11 Formulating Product-Market Strategy: Product Change and New Product 254

Product Change—No Market Change. Product Change—Improved Market. Product Change—New Market. New Product—No Market Change. New Product—Improved Market. New Product—New Market. Conclusion.

PART 4 DISTRIBUTION

12 Wholesale Distribution 271

Some Necessary Definitions. Producers As Marketing Channel Components. Merchant Wholesalers. Agent Middlemen. Conclusion.

13 Retail Distribution 291

Retailers. The “Wheel of Retailing” Hypothesis. Shopping Centers. Facilitating Agencies in Marketing. Conclusion.

14 Marketing Channels: Objectives and Policies 318

Marketing Channel Alternatives in Common Use. Factors Affecting Marketing Channel Choice. The Environment for Marketing Channel Decisions. Determination of Marketing Channels. Distribution Intensity. Conclusion.

15 Physical Distribution: Objectives and Policies 344

Relationship to Marketing Channels. Manufacturer's "Control" Over Physical Distribution. Physical Distribution Efficiency and Profit. Decisions on Size of Inventory. Decisions on Storage and Inventory Location. Decisions on Modes of Transportation. Materials Handling Decisions. Order Size Decisions. Order Processing Decisions. Applications of Operations Research to Physical Distribution Problems. Conclusion.

PART 5 PROMOTION

16 Promotional Strategy 365

Communications and Promotion. The Elements in Promotional Strategy. Demand Stimulation. The Promotional Mix. The Promotional Appropriation. The Promotional Campaign. Conclusion.

17 Management of Personal Selling 381

Determining the Personal Selling Strategy. Determining the Kind of Sales Force Needed. Managing the Sales Force. Supervising and Controlling Salesmen. Conclusion.

18 Management of Advertising 407

The Objectives of Advertising. Advertising Opportunity. The Decision to Advertise. Organization for Advertising. Developing the Advertising Campaign. Conclusion.

PART 6 PRICING

19 Pricing Decisions and Objectives 443

Administered Prices. Authority Over Pricing. Factors Influencing Pricing Decisions. Pricing Objectives. Conclusion.

20 Pricing Policies 465

Pricing Relative to Competition. Pricing Relative to Costs. Uniformity of Prices Charged to Different Buyers. Guaranty Against Price Decline. Policy on Price Changes. Product-Line Pricing. Price Lining. Resale Price Maintenance. Use of Pricing As a Promotional Device. Conclusion.

21 Pricing Strategies and Procedures 479

Pricing Strategies. Pricing Procedures. Conclusion.

PART 7 . MARKETING PLANNING AND CONTROLLING

22 Marketing Research 503

Marketing Information and the Role of Research. Scope of Marketing Research. Problem Identification and the "Situation Analysis." Project Planning for Marketing Research. Budgeting for Marketing Research. Conclusion.

23 The Legal Environment 535

The Law and Marketing Decisions. Competitive Action. Decisions on Products. Price Decisions. Marketing Channel Decisions. Promotion Decisions. Conclusion.

24 Overall Marketing Strategy 563

Competitive Settings. Marketing Decisions in a Competitive Setting. Formulating Overall Marketing Strategy. Implementation of Marketing Strategy and Timing. Evaluating Overall Marketing Strategy—The Marketing Audit. Conclusion.

Appendix 583

Name Index 611

Subject Index 615