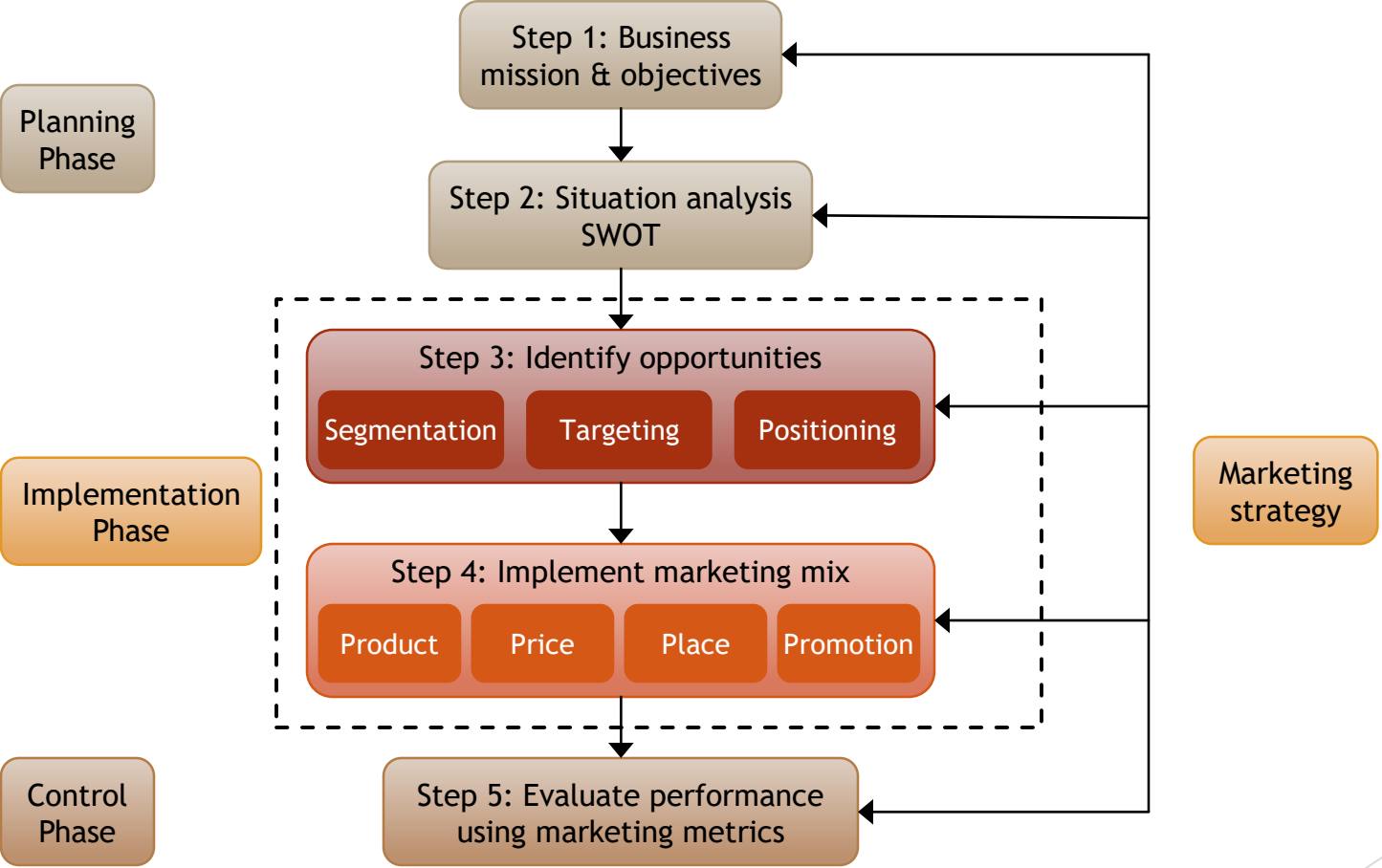
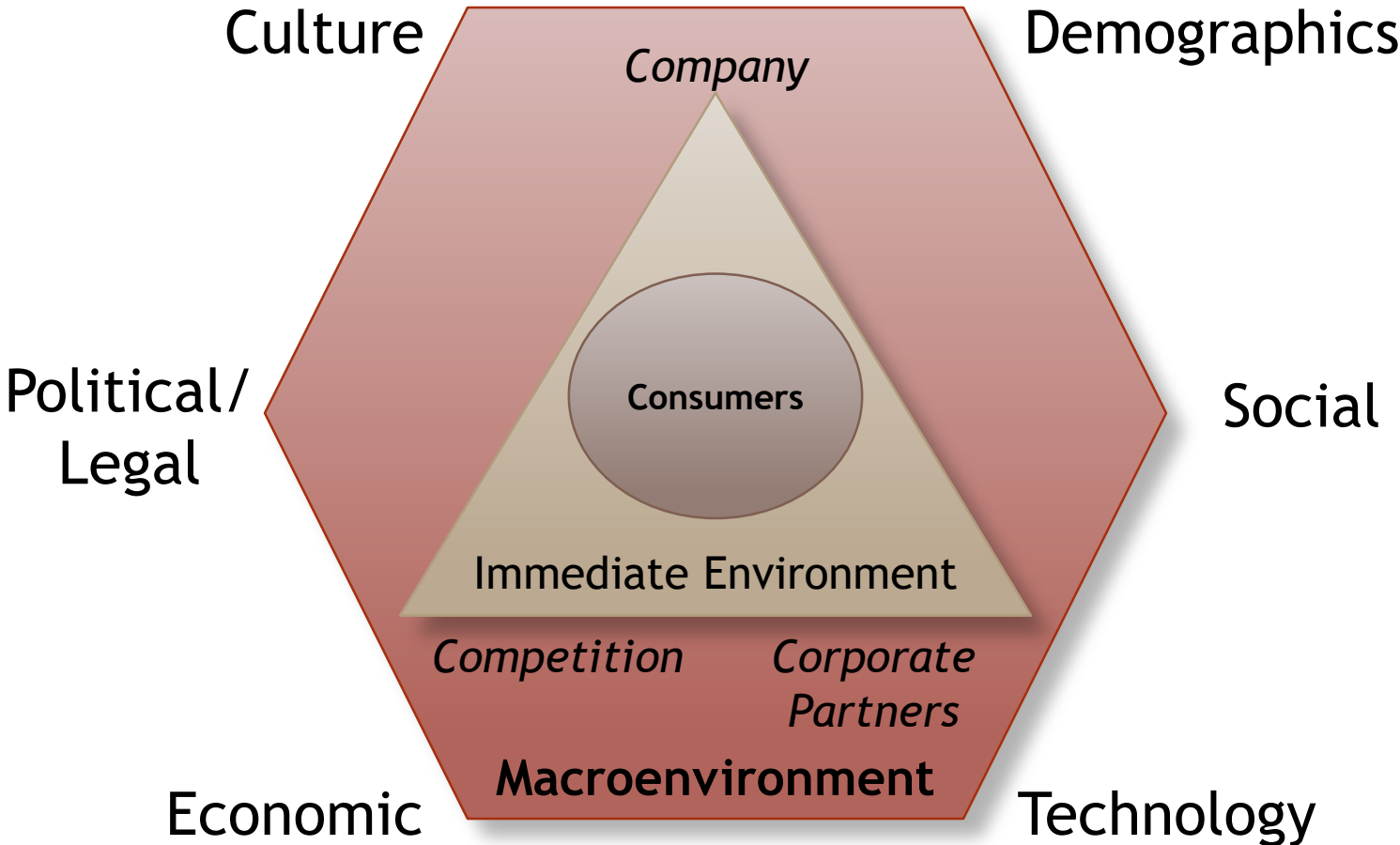


Marketing Refresher for MFT

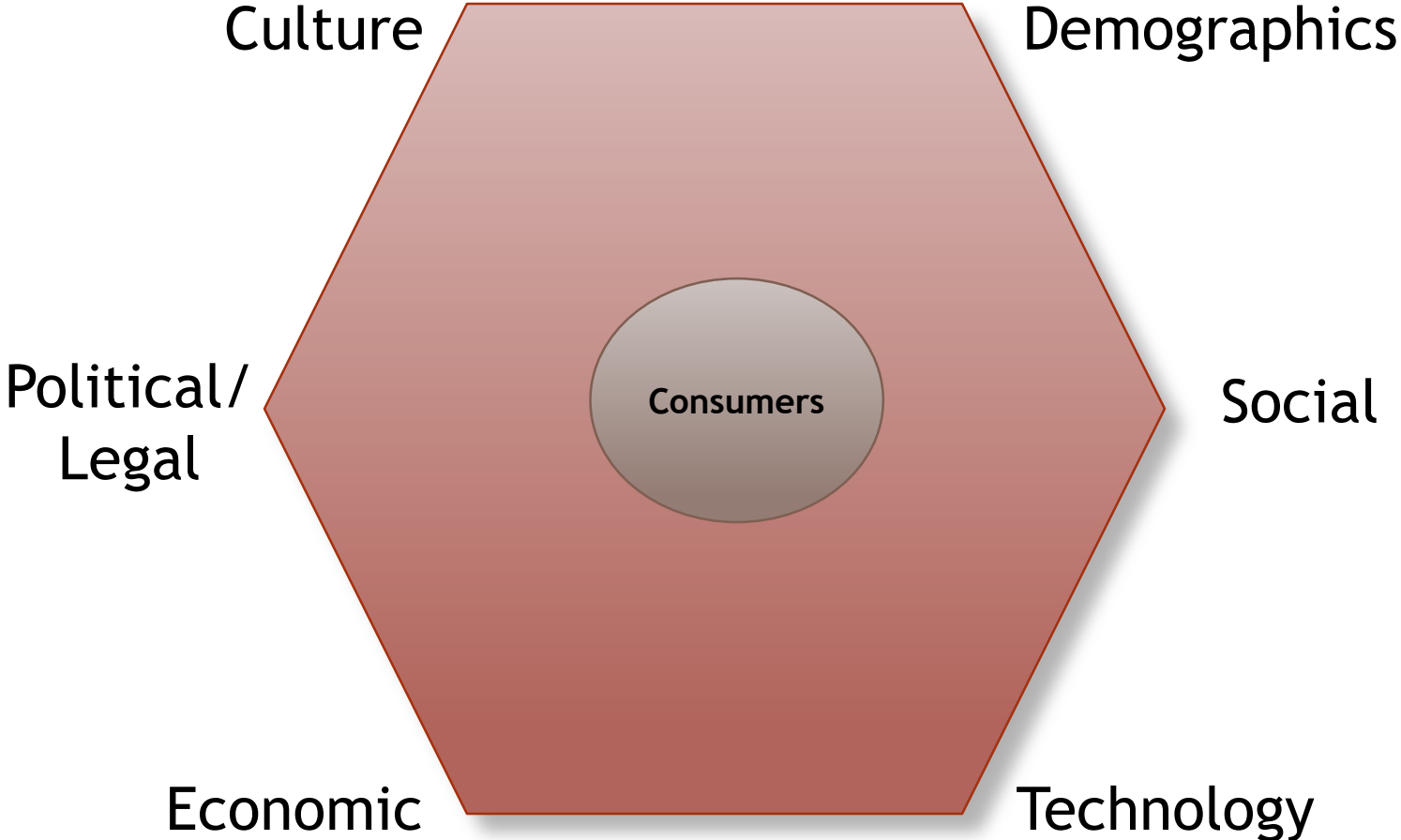
The Marketing Plan



A Marketing Environment Analysis Framework



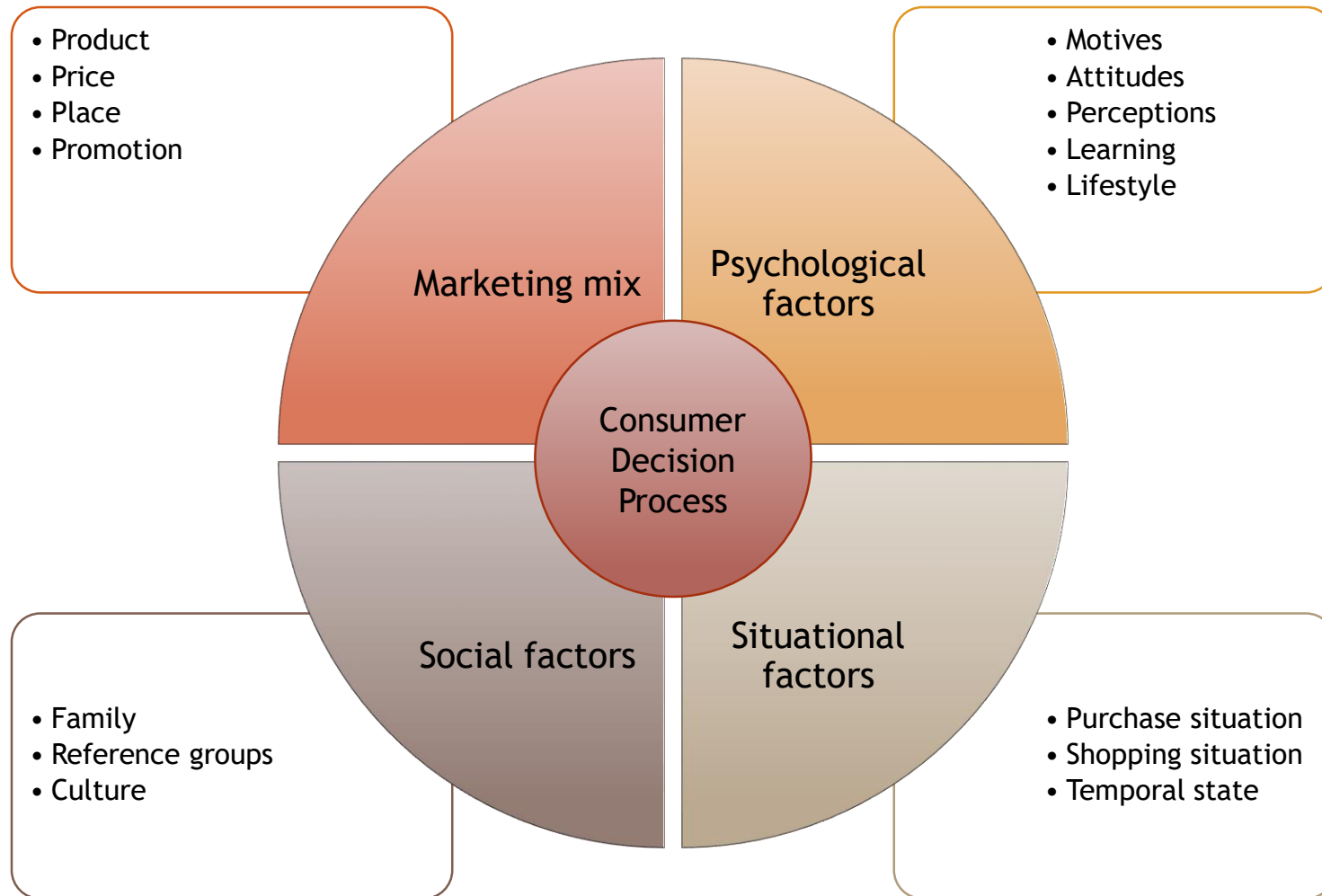
Macroenvironmental Factors



The Consumer Decision Process



Factors Influencing the Consumer Decision Process



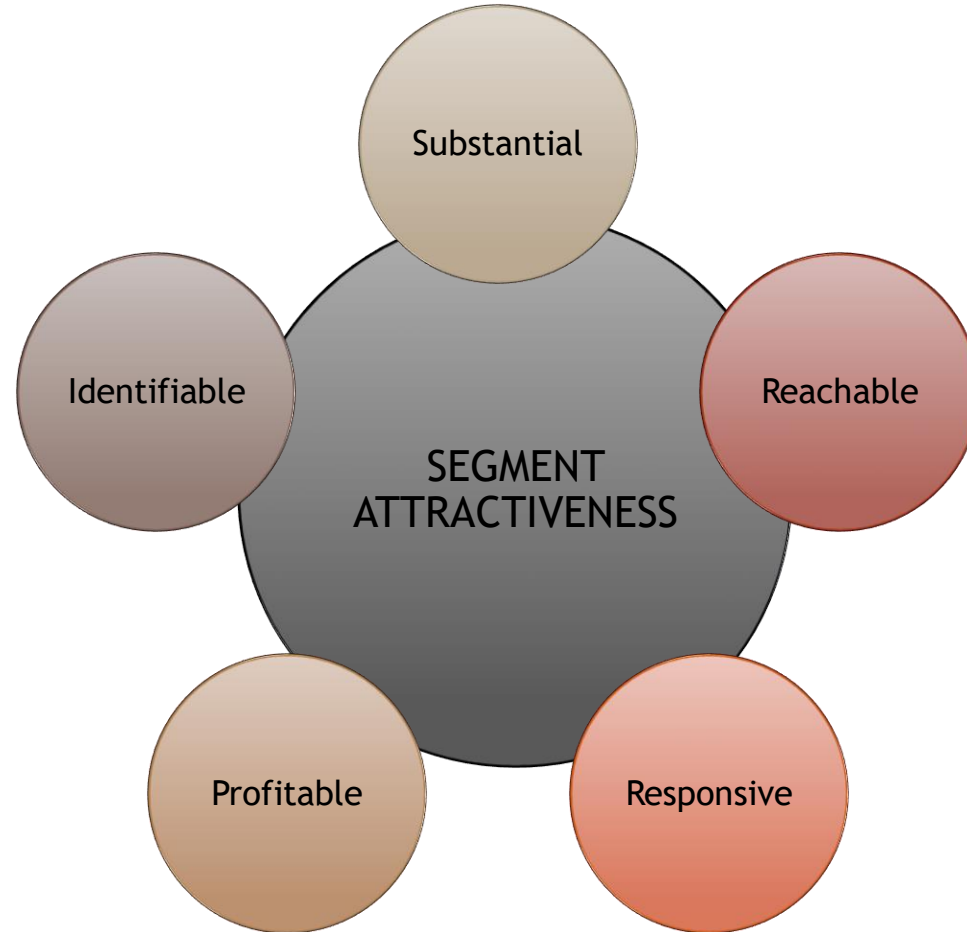
Segmentation, Targeting, Positioning Process



Step 2: Segmentation Methods

Segmentation Method	Sample Segments
Geographic	Continent: North America, Asia, Europe, Africa Within the United States: Pacific, mountain, central, south, mid-Atlantic, northeast
Demographic	Age, gender, income
Psychographic	Lifestyle, self-concept, self-values
Benefits	Convenience, economy, prestige
Behavioral	Occasion, loyalty

Step 3: Evaluate Segment Attractiveness



Segmentation Strategy



Positioning Steps

1. Determine consumers' perceptions and evaluations in relation to competitors.'
2. Identify the market's ideal points and size.
3. Identify competitors' positions.
4. Determine consumer preferences.
5. Select the position.
6. Monitor the positioning strategy.

Primary and Secondary Data

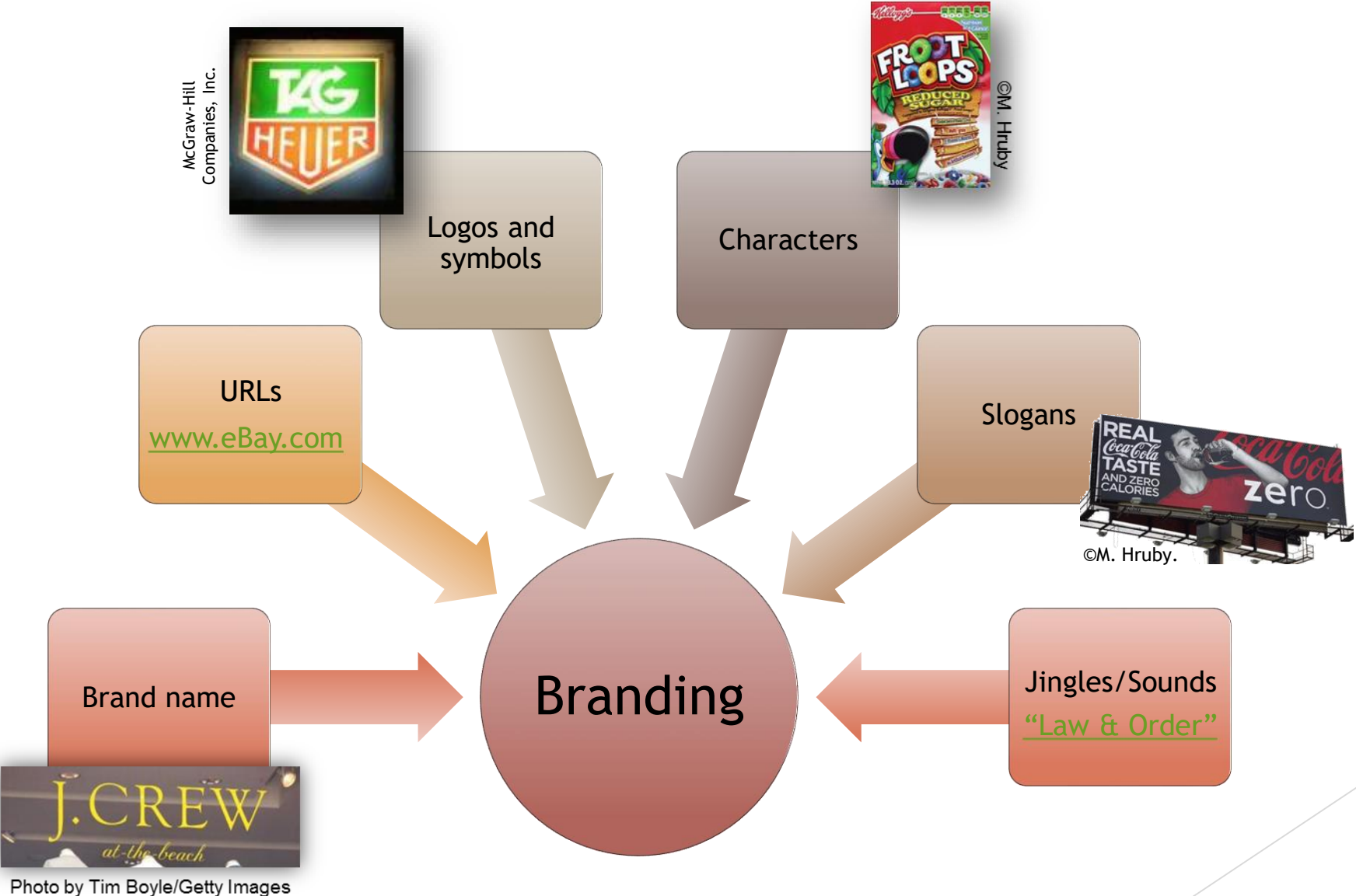
Primary data is data that you are collecting for the first time and for yourself or for your company

Secondary Data is data that has already been collected and is being re-used.

Types of Products



What Makes a Brand?

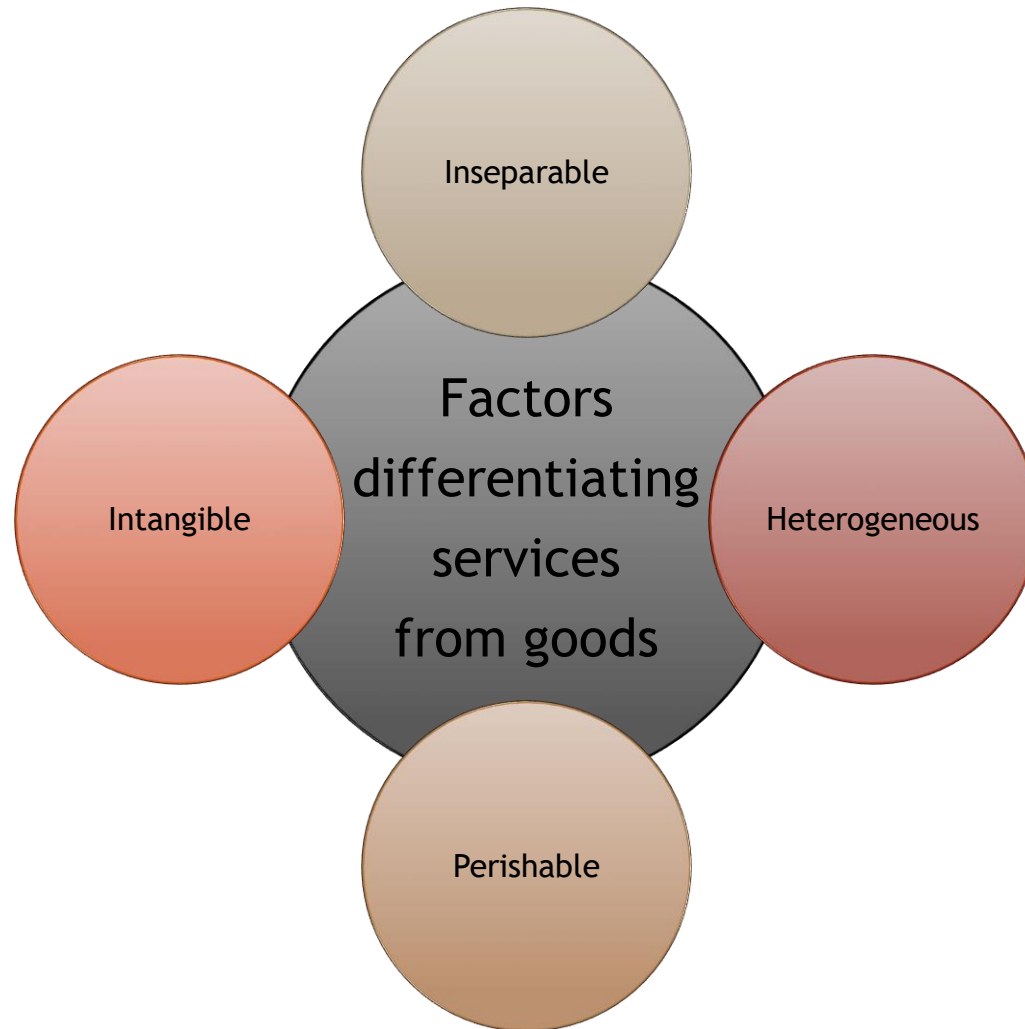


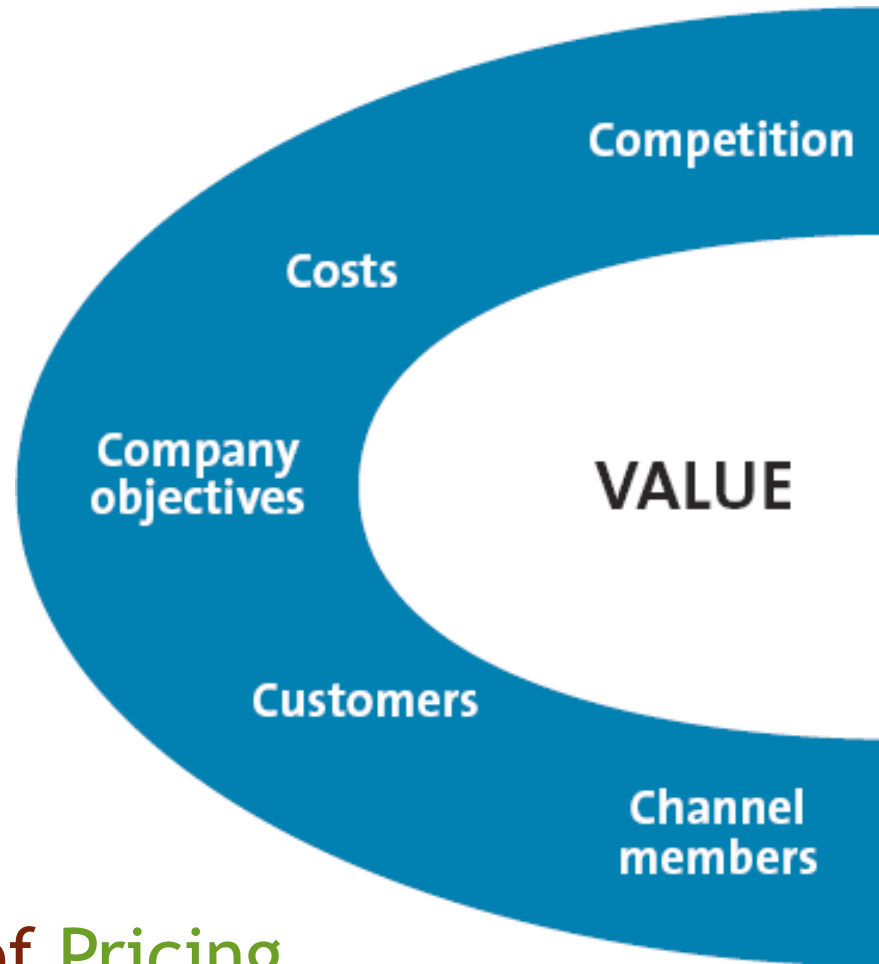
The Service/Product Continuum



Most offerings lie somewhere in the middle

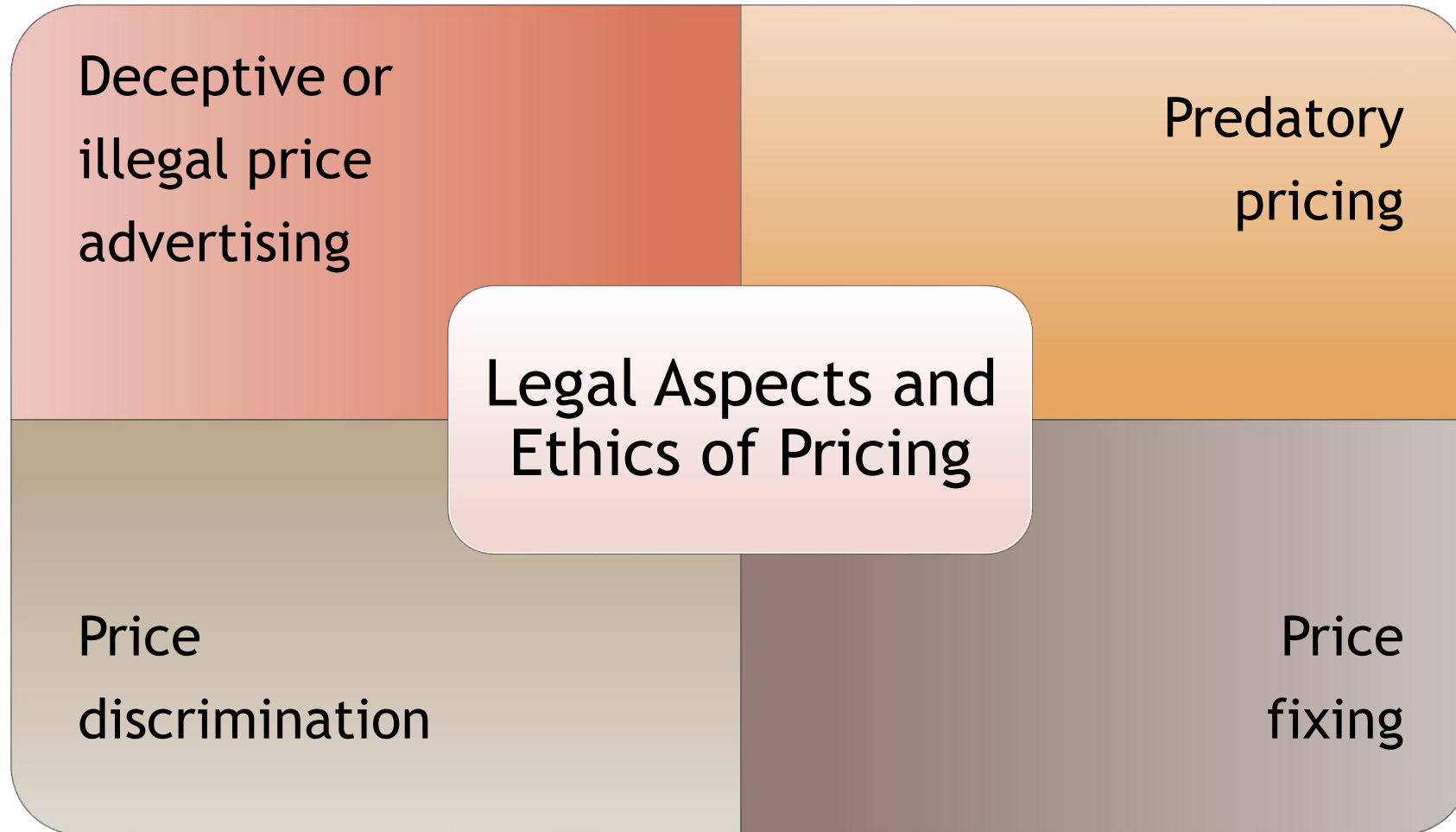
Services Marketing Differs from Product Marketing





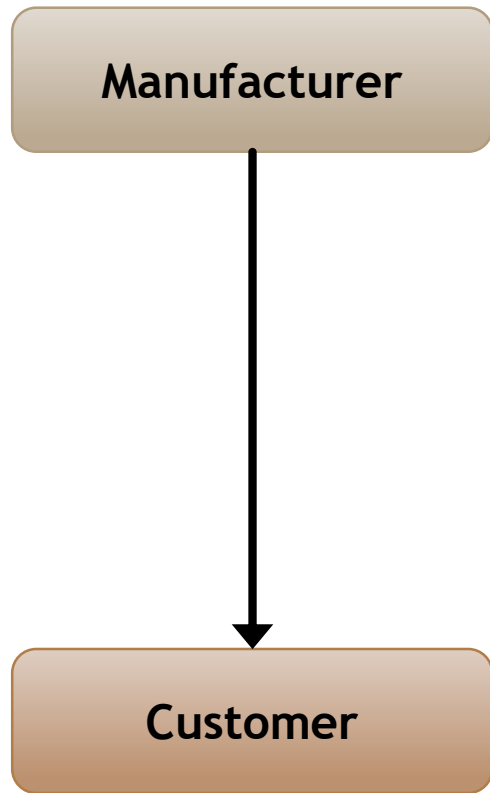
The Five Cs of Pricing

Legal Aspects and Ethics of Pricing

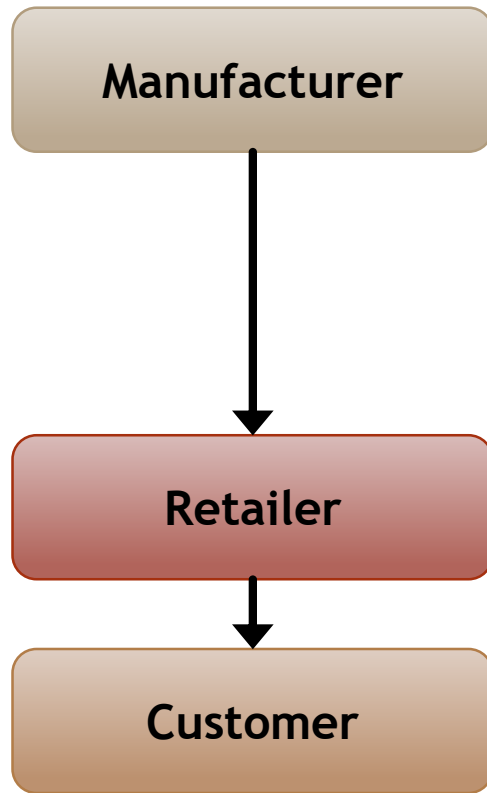


Designing Marketing Channels

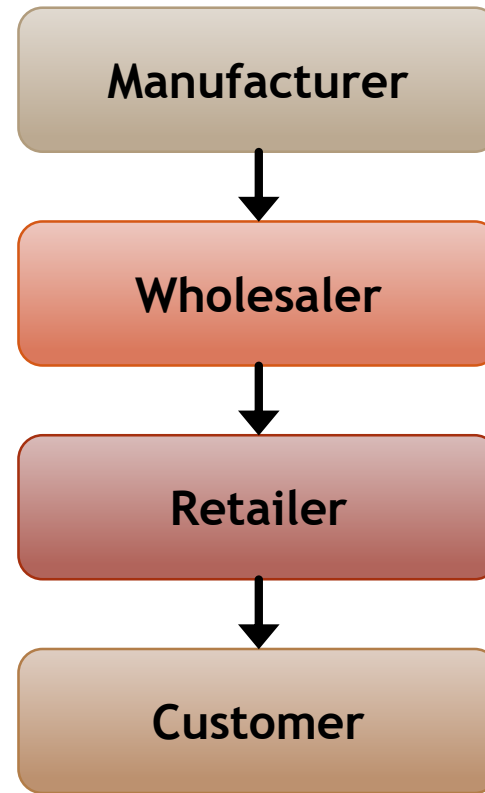
Direct Channel



Direct Channel One Intermediary



Direct Channel Two Intermediaries



Benefits of Retail Stores for Consumers

Browsing

Touching and Feeling

Personal Service

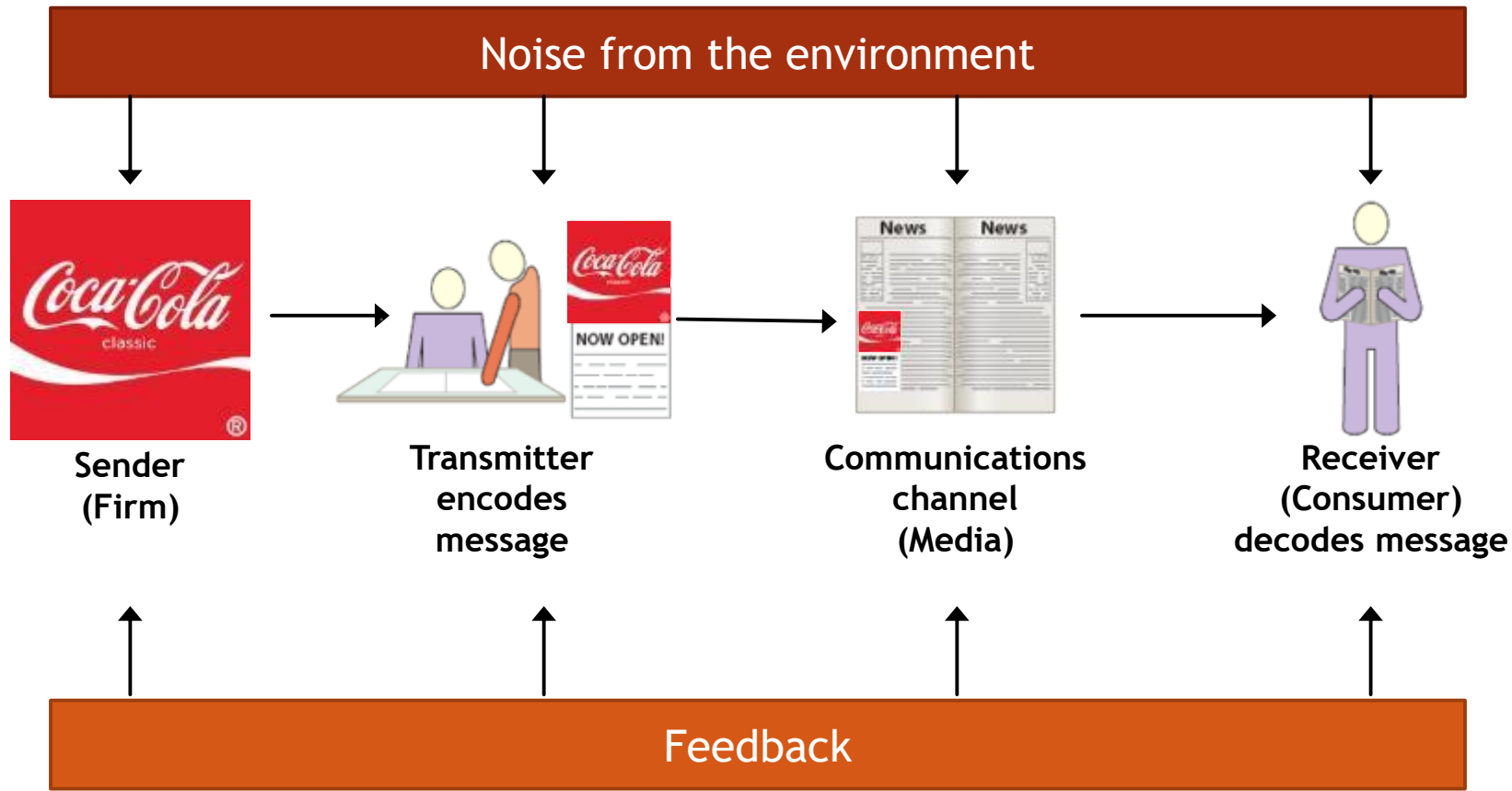
Cash and Credit

Entertainment and Social Interaction

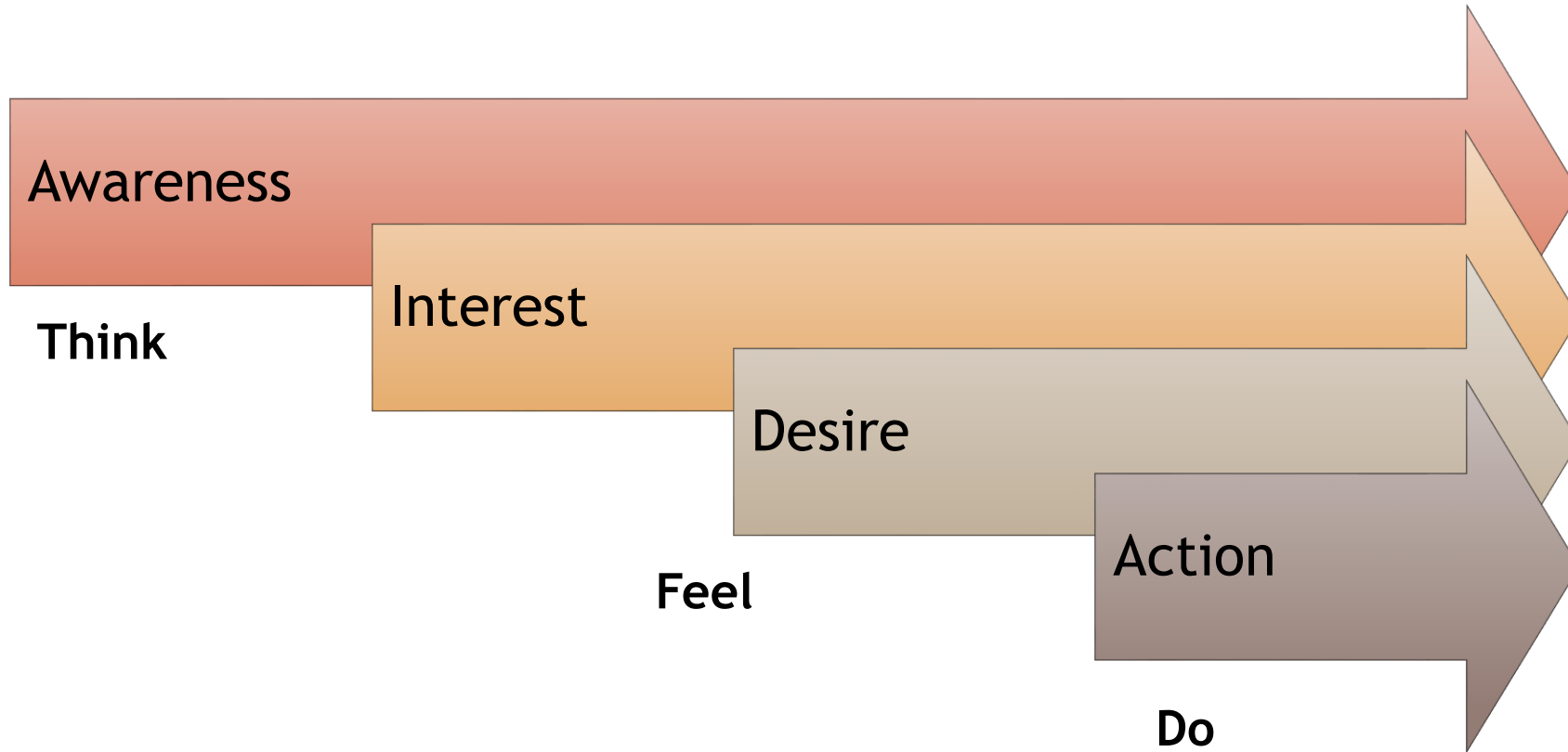
Instant Gratification

Risk Reduction

Communicating with Consumers: The Communication Process



The AIDA Model



Advertising Objectives

Inform

Persuade

Remind

Regulatory and Ethical Issues in Advertising

Federal Agency	General Purpose	Specific Jurisdiction
Federal Trade Commission (FTC) (1914)	Enforces federal consumer protection laws.	Enforces truth in advertising laws; defines deceptive and unfair advertising practices.
Federal Communications Commission (FCC) (1934)	Regulates interstate and international communications by radio, television, wire, satellite, and cable.	Enforces restrictions on broadcasting material that promotes lotteries (with some exceptions); cigarettes, little cigars, or smokeless tobacco products; or that perpetuates a fraud. Also enforces laws that prohibit or limit obscene, indecent, or profane language.
Food and Drug Administration (1930)	Regulates food, dietary supplements, drugs, cosmetics, medical devices (including radiation-emitting devices such as cell phones), biologics (biological issues), and blood products.	Regulates package labeling and inserts, definition of terms such as <i>light</i> and <i>organic</i> , and required disclosure statements (warning labels, dosage requirements, etc.).