



<b>7.1: Marketing introduction</b>	<b>T</b>	<b>F</b>	<b>Points</b>
1. Marketing is just about advertising			
2. McDonald's is trying to adjust its image			
3. McDonald's is benefitting from the recession in the USA			
4. Obesity is a problem in the USA			
5. Burger King's \$95 burger is a publicity stunt			
<b>Total points</b>			

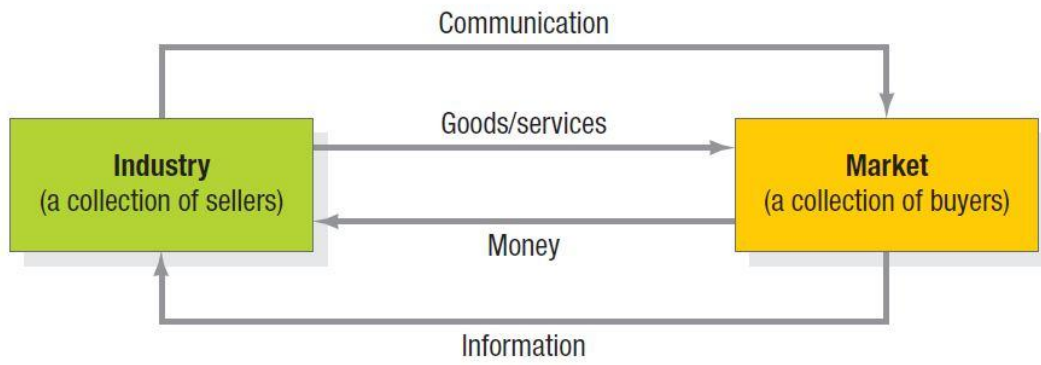
Introduction role of marketing:

Define marketing:

Marketing involves a number of related management functions:


Can you fill the whole box for 2 points? \_\_\_\_\_

**To sum up:**



**Related concepts:**

<b>Market (Place)</b>	<b>Market (Group of consumers)</b>
<p>Example:</p>  <p>Physical place</p>   <p>Virtual space</p>	<p>Example:</p>    <p>Potential market</p>  <p>Target market</p>

<p><b>Consumer markets</b></p>	<p><b>Industrial markets</b></p>
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*What are the differences for business selling to both consumers and business customers?*

<i>Place:</i>	
<i>Promotion:</i>	
<i>Product:</i>	
<i>Price:</i>	

	<b>Meaning</b>	<b>Example</b>
<b>B2B</b>		
<b>B2C</b>		
<b>C2C</b>		

*Can you name some other differences between B2B and B2C?*

<b>7.2: Markets</b>	<b>T</b>	<b>F</b>	<b>Points</b>
1. The Internet is a very large market.			
2. Taobao is an example of C2C.			
3. Between B2B is the place where the largest amounts of transactions (sales) take place.			
4. B2B has the same kind of promotion as B2C.			
5. B2B is often involves selling large quantities to a few; B2C is the opposite.			
Total points			

**Human needs and wants:**

<b>Needs:</b>	
<b>Wants:</b>	

**How are they different?**

**Wants are often described as** \_\_\_\_\_

**Many marketing managers believe that their aim is to** \_\_\_\_\_

**Value and satisfaction:**

DO cheap goods **always** offer good value? DO expensive goods always provide consumer satisfaction?

**Value equals cheapness?**

**A consumer will consider a product to be good value if**

**Read the two examples. What can you conclude?**

To maintain good long-term customer relations, business should offer:

**KEY DEFINITION**

**marketing objectives** the goals set for the marketing department to help the business achieve its overall objectives

**marketing strategy** long-term plan established for achieving marketing objectives

Examples of marketing objectives	To be effective, marketing objectives must be

Coordination of marketing with other departments:

<p>Links between departments (functions)</p>
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<b>7.3:Wants, needs and objectives</b>	<b>T</b>	<b>F</b>	<b>Points</b>
1. Good value is always related to spending lots of money.			
2. Wants are related to survival needs.			
3. An iPhone could be described as a need.			
4. A marketing department should operate in isolation from other departments.			
5. A marketing objective could be discovering opinions about a firm's products			
Total points			

**Market orientation and product orientation**

<b>Market orientation</b>	<b>Product orientation</b>
<p><b>Examples:</b></p>	

**Asset-led marketing**

<p><b>Examples:</b></p>
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**Societal marketing:**

**Research societal marketing and summarise your findings here.**

A large, empty rectangular box with a thin black border, intended for the student to write their research findings on societal marketing.



**Activity 14.1**

**Key definitions:**

markets for goods and services bought by the final user of them

this approach considers not only the demands of consumers but also the effects on all members of the public ('society') involved in some way when firms meet these demands

the management task that links the business to the customer by identifying and meeting the needs of customers profitably – it does this by getting the right product at the right price to the right place at the right time

markets for goods and services bought by businesses to be used in the production process of other products

the goals set for the marketing department to help the business achieve its overall objectives

an inward-looking approach that focuses on making products that can be made – or have been made for a long time – and then trying to sell them

long-term plan established for achieving marketing objectives

an approach to marketing that bases strategy on the firm's existing strengths and assets instead of purely on what the customer wants

an outward-looking approach basing product decisions on consumer demand, as established by market research

**Key words to match**

Marketing, Societal marketing, Asset-led, Product orientation, Marketing strategy, Marketing objectives, Consumer markets, Industrial markets

**Summary of the worksheet in your own words (in English and Chinese):**

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*Vocabulary check:*

<b>English</b>	<b>Chinese</b>