



Chapter 1 第一章

The Induction and Marketing:
Managing Profitable Customer
Relationships

概论



Learning Objective

- Be able to define marketing and outline the steps in the marketing process. 界定营销概念和了解市场营销的步骤。
- Explain the importance of understanding customers and the marketplace, and identify the five core marketplace concepts. 掌握五种主要的营销理念
- Understand customer relationship management and strategies which guided by marketing management orientations. 理解顾客关系管理和营销理念影响下的战略
- Analyze the marketing mix of company with the philosophies of marketing 不同营销哲学指导下企业采用的营销组合策略



1 Marketing Defined 市场营销定义

Kotler's social definition:

“Marketing is a societal process by which individuals and groups obtain what they need and want through creating(生产), offering (提供), and freely exchanging (交易) products and services of value with others.”



1 Marketing Defined 市场营销定义

The AMA managerial definition:

“Marketing is the process of planning and executing the conception, pricing, promotion (促销), and distribution (分销) of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.”



1 Marketing Defined 市场营销定义

- Simple definition: Marketing is managing profitable customer relationships 顾客关系管理

Goals: 目标

- **Attracting new customers**
- **Retaining (保留) and growing current customers**
- “Marketing” is NOT synonymous 同义词 with “sales” or “advertising”

Difference between sales and marketing

营销与销售的区别

营销的任务

产品设定
价格决策
流通管理
促进销售

销售的工作

寻找销售对象
靠近
会见
介绍产品
示范
解答异议
促成交易
售后服务



2 Marketing Process 市场营销过程

2.1 Understand the marketplace and customer needs and wants 了解市场和客户需求

2.2 Design a customer-driven marketing strategy

设计顾客导向的营销策略

2.3 Construct a marketing program that delivers superior value 构建合适的营销方案

2.4 Build profitable relationships and create customer delight 与客户建立有价值关系

2.5 Capture value from customers to create profits and customer quality 获取顾客价值

2.1 Core Marketing Concepts

营销核心概念

* Needs, wants, demands

需要、欲望和需求

* Product offering and brand
产品和品牌

* Market 市场

* Exchange and

transactions 交换和交易

* Value and satisfaction
价值和满意



2.1.1 Needs, Wants & Demands

- Need: describe basic human requirements including physical, social, and individual needs. 未满足的感受
- Physical:
 - Food, clothing, shelter, safety
- Social:
 - Belonging, affection
- Individual:
 - Learning, knowledge, self-expression

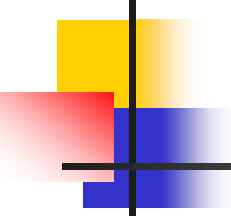


2.1.1 Needs, Wants & Demands

- Needs become *wants* when they are directed to specific objects that might satisfy the need. (Fast food)

Form that a human need takes, as shaped by culture and individual personality

- $\text{Wants} + \text{Buying Power} = \text{Demand.}$



Q: Your marketing campaigns (营销活动) appeal to your customers' desire to be perceived as 'owning the best in bicycle technology'. Your marketing campaigns successfully appeal to consumers

1. needs.
2. wants.
3. satisfactions.
4. demands.



Discussion Scenario

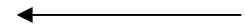
Sellers pay more attention to the specific products they offer than to the benefits and experiences produced by the products.

They focus on the “wants” and lose sight of the “needs”

As a personal list, develop a list (try for ten of each) of your needs and wants as a college student.

- How are they different from other market groups?
- What do you think would be the most successful way for a company to appeal to you if you were considering the purchase of (1) a computer, (2) a bicycle, (3) a master’s degree, and (4) a soft drink?

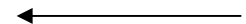
Then discuss with your partner next to you





2.1.2 Exchange and Transaction

- *Exchange* 交换 involves obtaining a desired product from someone by offering something in return. Five conditions must be satisfied for exchange to occur.
- *Transactions* 交易 involve at least two things of value, agreed-upon conditions, a time of agreement, and a place of agreement





Exchange vs. Transaction

- Exchange:
 - Act of obtaining a desired object from someone by offering something in return. 物物交换
- Transaction:
 - A trade of values between two parties.
 - One party gives X to another party and gets Y in return. Can include cash, credit, or check. 物钱交易



2.1.3. Market

- The set of actual and potential buyers of a product. 某产品的潜在和现实购买者
- These people share a need or want that can be satisfied through exchange relationships

2.2 Designing a customer-driven marketing strategy 设计客户导向的营销战略

- Selecting customers 选择目标客户
 - What customers will we serve? What is our target market?
- Value proposition 价值主张/定位
 - 即公司通过其产品和服务所能向消费者提供的价值 The set of benefits or values a company promises to deliver to consumers to satisfy their needs



2.3 construct a marketing program 构建营销方案

- Marketing management orientation 确定营销理念 Companies must decide on their *philosophy* to guide their marketing strategy.
- Preparing marketing plan and program 准备营销计划和方案



2.3.1 Marketing Management Orientations

Case 1: **sale problem on toasters**烤面包机的销售问题

60年代末期，美国某著名家用电器企业在日本市场进行初步观察之后发现：日本市场几乎没有烤面包机出售。决定用自己在美国的畅销款型进入日本市场，同时为了配合销售，进行了一系列宣传和推介活动，结果销售不是十分理想，很难推进。



2.3.1 Marketing Management Orientations

Q:

- 1 你认为销售不理想的原因是什麼？
- 2 如果你是这家美国企业的销售代表，你会采取何种方式促进销售量？



2.3.1 Marketing Management Orientations

参考答案：

- 1、改进技术，设法提高产量，降低产品单位成本和售价。
- 2、提高产品质量，在产品特色上下功夫，推出微型烤面包机
- 3、加大促销力度和广告密集度，采取买一送一的方法提高产品影响力。
- 4、针对日本市场对于米饭需求的偏好，利用烤面包机的技术转而生产电饭煲。



2.3.1 Marketing Management Orientations

Case 2 location choice

学苑咖啡厅，位于市中心最大购物中心市图书馆的顶楼，图书馆藏书主要针对市民一般需要，如文艺、儿童、报刊杂志等。主要经营冷、热饮和快餐小食，优势是方便和价格便宜。最近在该购物中心新开两家类似的咖啡厅，一个位于购物中心的中心广场位置，人流量最大；另外一个位于南出口处，是通往车站的必经之路。对于学苑咖啡厅影响很大，你认为，本咖啡厅应当：



2.3.1 Marketing Management Orientations

参考答案：

- 1、增加出售的餐饮品种，特别是独家密制产品，延长营业时间。
- 2、举行周年庆典，推出优惠价格。
- 3、降低产品价格，让利消费者
- 4、采用一次性包装，提供外卖服务
- 5、了解购物中心和图书馆的消费者特点，采取市场区隔政策。



2.3.1 Marketing Management Orientations

The orientation of the firm typically guides marketing efforts

