



# Chapter 2 第二章

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## The Marketing Environment 营销环境



# Learning Objective 学习目标

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1. Understand key demographic (人口统计的), economic, natural, technological, political-legal, and socio-cultural developments.
2. Describe the environmental forces 环境因素 that affect the company's ability to serve its customers.
3. Explain how changes in the demographic and economic environments affect marketing decisions.
4. Identify the major trends in the firm's natural and technological environments.
5. Explain the key changes that occur in the political and cultural environments.
6. Discuss how companies can react to the marketing environment.



# Content to be covered today

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Definition of marketing environment

- Lecture(10minutes)

The company's Mirco-environment

- Video and case study (10minutes)
- Small group discussion(10minutes)
- Lecture(15minutes)

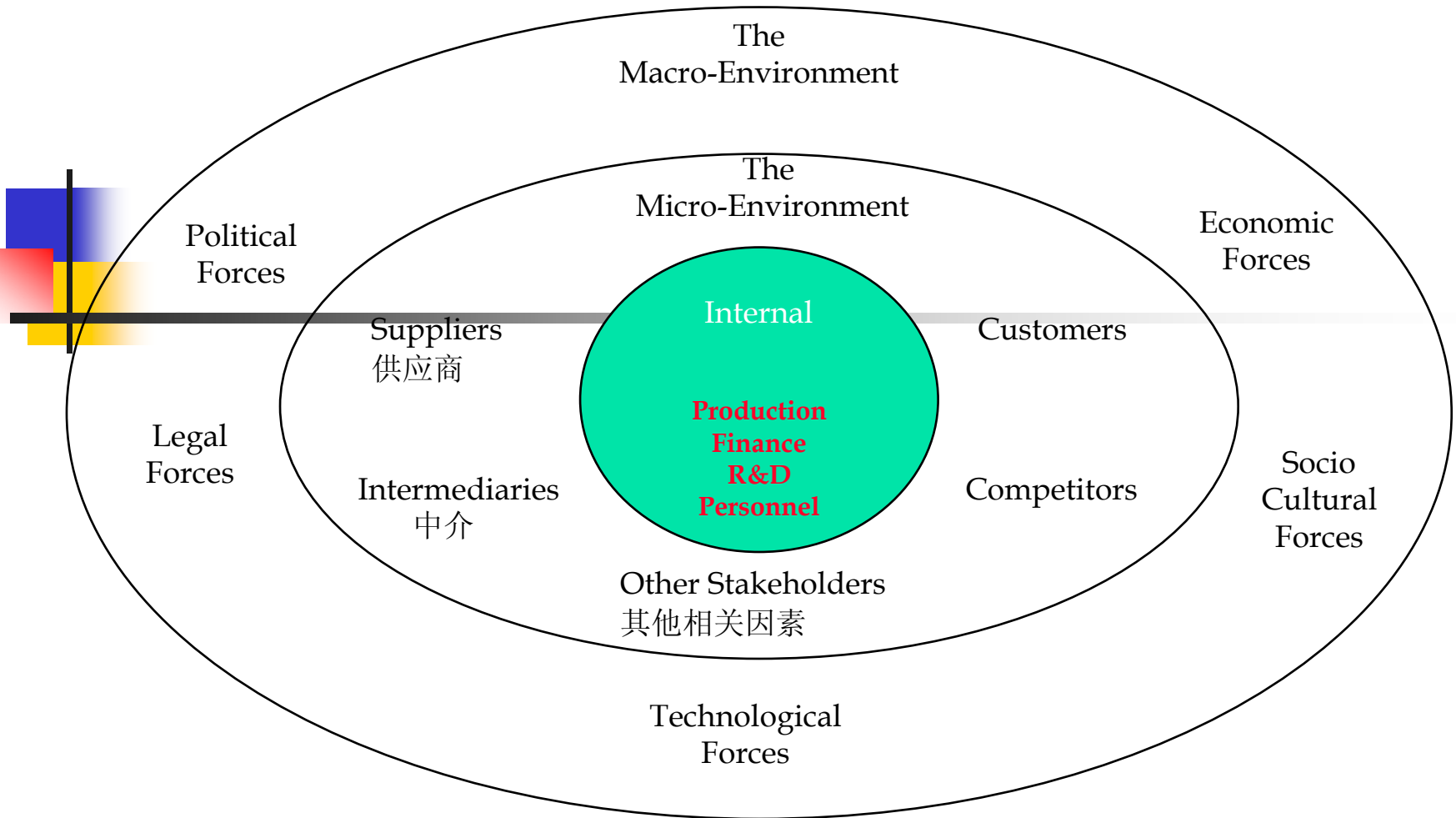


# 1 Marketing Environment

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- ⑤ Marketing Environment- consists of the actors and forces outside marketing that affect marketing management's ability to develop and maintain successful relationships with its target customers. 企业外部能够影响企业建立并保持与目标客户良好关系能力的各种因素。
- ⑤ Considered to be beyond the control of the organization  
超出企业的控制范畴
- ⑤ Includes:
  - ⑤ Microenvironment（微观营销环境）- forces close to the company that affect its ability to serve its customers. 与公司关系密切且能影响其满足客户能力的因素
  - ⑤ Macroenvironment（宏观营销环境）- larger societal forces that affect the microenvironment. 影响微观环境的社会性因素

# 1 The Marketing Environment 营销环境





# case1

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CanGo is a fictional (设想的) e-business that retails a variety of products, ranging from books and CDs to videos and DVDs. The firm is planning to raise capital through an initial public offering (IPO, 首次公开募股) of stock. It will use the funds it raises to launch a new online gaming service. In the following video, the CanGo management team discusses what the gaming initiative (开端) will entail (伴随). Notice what they say about elements of their microenvironment.



case1

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A case of CANGO, an online shop.



Q:

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1. What's CanGo's strength in micro-environment to attract IPO?.
2. Consider what other factors might be in the marketing microenvironment.





## 2 The Company's Microenvironment

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### 2.1 Company's Internal Environment (企业内部要素)

- functional areas inside a company that have an impact on the marketing department's plans.

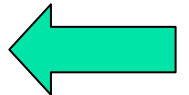
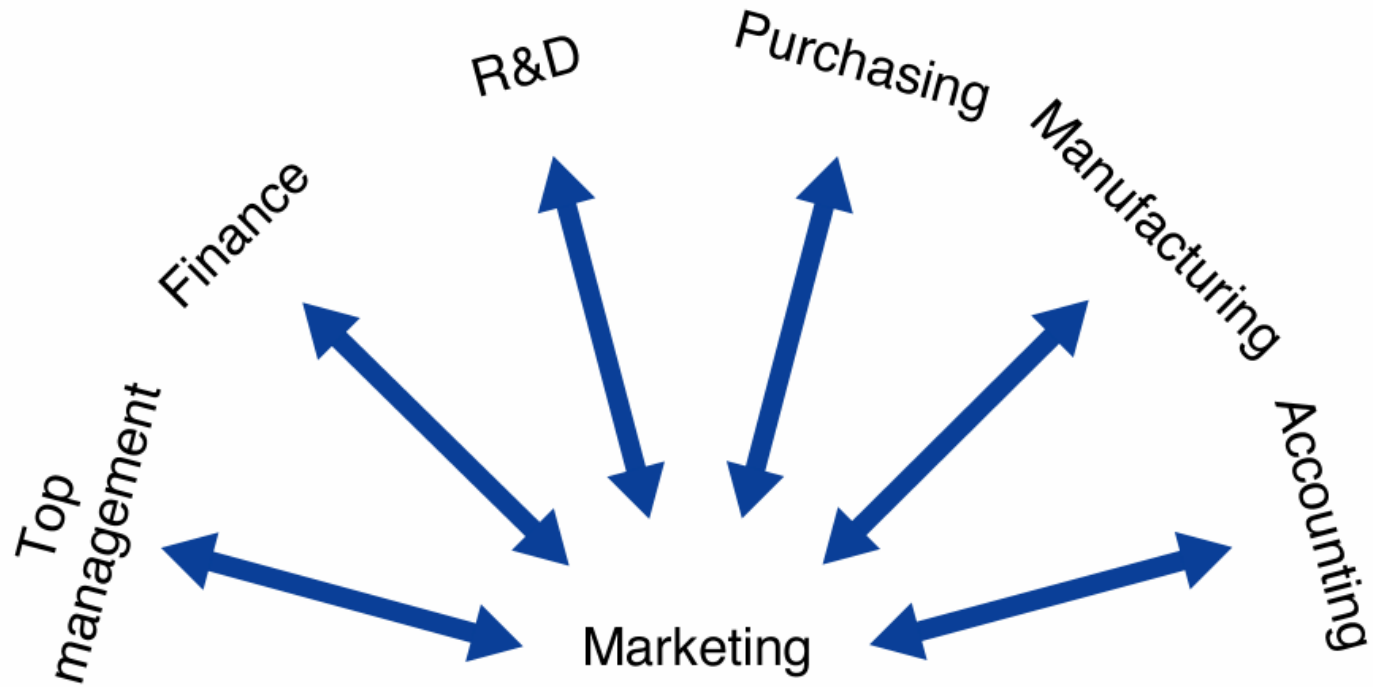
2.2 Suppliers (供应商) - provide the resources needed to produce goods and services and are an important link in the "value delivery system".

2.3 Marketing Intermediaries (中介) - help the company to promote (促销), sell, and distribute (分配) its goods to final buyers. i.e. resellers

continued

## 2.1 Company's Internal Environment 企业

### 内部要素





## 2.3 Marketing intermediaries 中介

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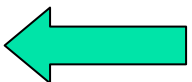
- *Resellers* (中间商), *physical distribution firms* (仓储和物流公司), *marketing services agencies* (营销服务代理), and *financial intermediaries* (金融服务商) .
- *Resellers* are distribution channel firms that help the company find customers or make sales to them. These include wholesalers (批发商) and retailers (零售商), who buy and resell



## 2.3 Marketing intermediaries 中介

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- *Physical distribution* firms help the company to stock and move goods from their points of origin to their destinations
- *Marketing services agencies* are the marketing research firms (调研公司), advertising agencies (广告代理), media firms (传媒), and marketing consulting firms (营销咨询公司) that help the company target and promote its products to the right markets
- *Financial intermediaries* include banks, credit companies, insurance companies, and other businesses that help finance transactions or insure against the risks associated with the buying and selling of goods





## 2 The Company's Microenvironment

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2.4 Customers - five types of markets that purchase a company's goods and services.

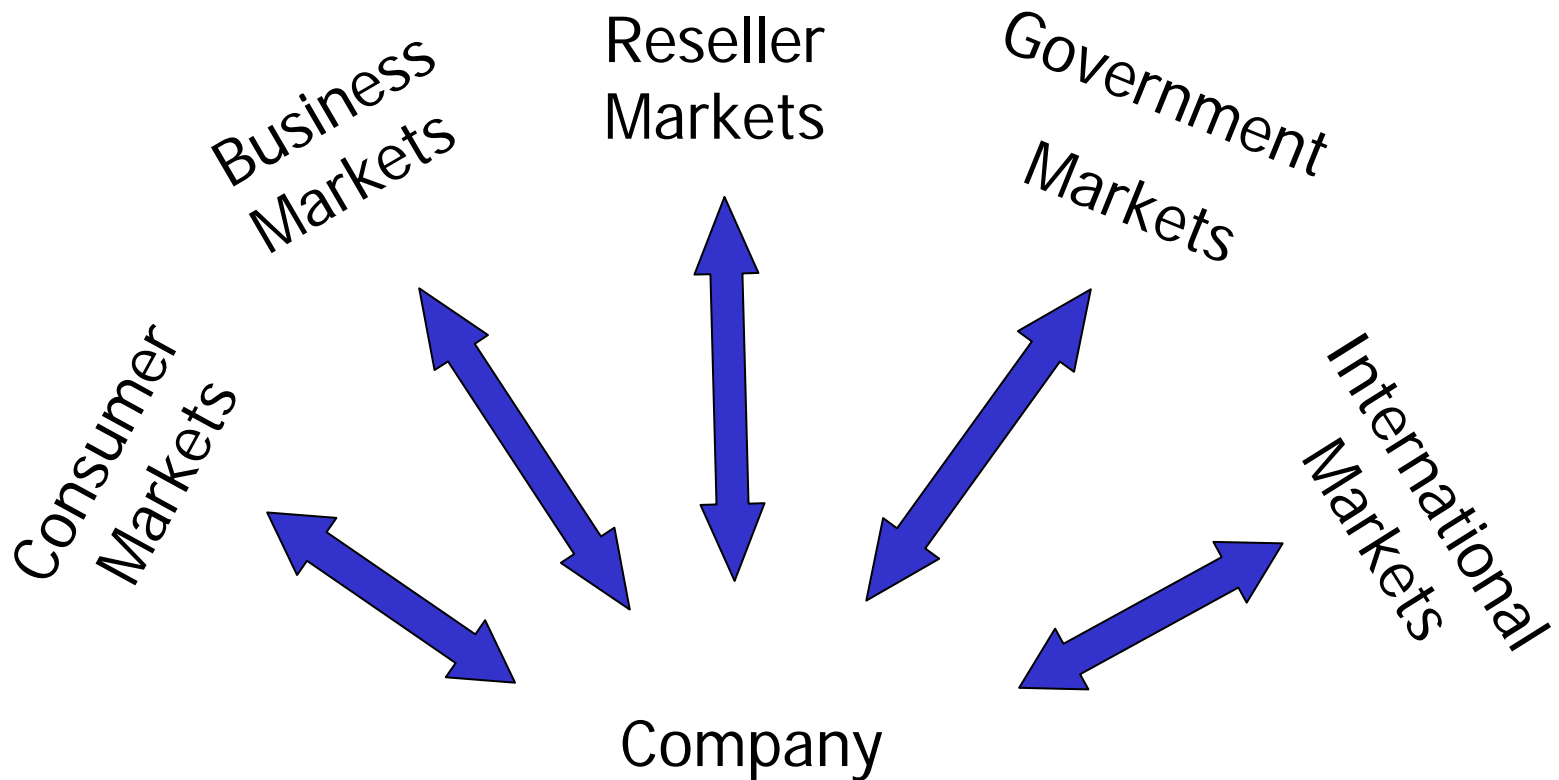
2.5 Competitors - those who serve a target market with similar products and services against whom a company must gain strategic advantage.

2.6 Publics - any group that perceives itself having an interest in a company's ability to achieve its objectives.



## 2.4 Types of Customer Markets 消费者

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## 2.6 Types of Publics 公众

