**NC CTE 7.01: Understand marketing’s role and function in business to facilitate economic exchanges with customers.**

**Explain marketing and its importance in a global economy**

* What is marketing?
* the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ individual and organizational objectives.
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ producers to the customers who buy their goods and services

**Marketing Activities (The 4 P’s)**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* The goods and service combination the business offers to the market, including variety of product mix, features, designs, packaging, sizes, services, warrantees and return policies.
  + Ford

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Pricing decisions dictate how much to charge for goods and service in order to make a profit.

* Pricing decisions are based on costs and on what competitors charge for the same product or service.
* Must also determine \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ much customers are willing to pay.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The effort to inform, persuade, or remind potential customers about a business’s products or services.

* Examples:
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_—e.g., television commercials
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_—e.g., door-to-door sales, professional sales
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_—e.g., press releases
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_—e.g., logo-imprinted giveaways, buy one get one free, sign up early, no registration fee.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Deciding how to get goods into customers hands.

* Physically moving and storing goods.
* Main methods are truck, rail, ship, or air.
* Download it via Internet?
  + - Medical equipment/supplies
    - Vehicle from Germany
    - Timber
    - Coal

**Items that are marketed**

* Broad categories
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    - Durable – e.g., DVD player
    - Nondurable – e.g., gasoline
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – e.g., Pest Control
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – e.g., Humane Society
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – e.g., New Zealand
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – e.g., “Stand” against smoking
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_– e.g., “Shaq Attaq” (Shaquille O’Neal)
* Almost anything can be marketed.

**Where does Marketing Occur?**

* Every day by people, in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, with communication
* Marketing occurs \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ customers are

**Marketing Concept**

* The idea that a business should strive to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_consumer wants and needs while achieving company goals.

**Elements of the Marketing Concept**

* Customer orientation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**.**
  + Finding out what customers want and producing those products the way they want them
  + Company commitment: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**.**
  + Make/price the product better than the competition’s model.
  + Company goals: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**.**
  + Maintain your firm’s purpose while you apply the marketing concept.

**What is Marketing’s Role in a Private Enterprise System?**

* Marketing fits into \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ facet of our lives, whether on a global scale or right in our own neighborhoods.
* Provides \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_that make our lives better, promoting using natural resources more wisely, and encourage international trade.
* Without marketing, we would all have to be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**How would consumers and businesses be affected if marketing did not exist?**

* Our nation would have \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ linking producers to consumers.

Chiquita bananas are grown in Costa Rica, Guatemala, Honduras, and Panama

* Our own routines would be different because marketing shapes everything we do.
  + Ex: Out of milk? Go to the store.

**How Does Marketing Benefit Our Society?**

* **Marketing visibly**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **our lives, our natural surroundings, and our global trade.**
* **Makes our lives** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + Because problem solving is at the heart of marketing, each year we add some new products to our home, often at lower prices.
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**using the earth’s resources more wisely**
  + If available resources are used sensibly, benefits can extend well into the future for the marketer, the nation, and the entire world.
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **trade between nations**
  + Because resources are valuable to marketers, it doesn’t take them long to pinpoint where a particular resource can be found in abundance.
  + If our nation lacks a resource, we can usually trade something to get it.

**The Six Functions of Marketing**

* **1.** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (a.k.a. Distribution): identifying, selecting, monitoring, and evaluating sales channels.
  + Main goal is to move products from the producer to the consumer.
* **2.** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**:** gathering, accessing, synthesizing, evaluating, and disseminating information to aid in business decisions.
  + Provides data about customer satisfaction, customer loyalty, needs, and wants, habits, attitudes. (Questionnaire about service at a restaurant?)
* **3.** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**:** Pricing decisions dictate how much to charge for goods and service in order to make a profit and are based on costs and on what competitors charge for the same product or service.
* **4.** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**:** obtaining, developing, maintaining, and improving a product or service mix in response to market opportunities.
  + Helps to determine which products a business will offer and in what quantities.
  + Decisions based on a product’s life cycle
* **5.** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**:** communicate information about goods, services, images, and/or ideas to achieve a desired outcome.
  + Reminds
  + Informs
  + Persuades
* **6.** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**:** determining client needs and wants and responding through planned, personalized communication that influences purchase decisions and enhances future business opportunities.
  + Completes the exchange transaction
  + Provides services for customers