## Part 1: The Nature of Marketing: 1

- Chapter 1: The Business of Marketing: 3
  - Macromarketing: 6; Types of Economic Systems: 7; Micromarketing: 9; The Role of Profit: 11; Marketing and Innovation: 12; Resources of the Firm: 16; Organization

for Marketing: 19; Conflict in the Firm: 20; Summary: 21.

Chapter 2: Uncontrollable Environmental Variables: 27

Consumers: 30; The Level of Economic Activity: 33;

Technology: 34; Resource Availability: 37; Competition: 39; The Legal Environment: 39; Consumerism: 45; Summary: 46.

Chapter 3: Markets and Marketing Strategy: 51

Definition of a Market: 54; Product Markets: 54; Market Segments: 55; Markets and Marketing Strategy: 57; Bases for Segmenting Markets: 62; Segmentation Research: 71; Summary: 73.

Chapter 4: The Marketing Plan: 77

The Scope of Planning: 80; Market Planning at the Product Level: 80; The Content of the Marketing Plan: 84; The Market Review: 85; Problems and Opportunities: 87; Marketing Objectives: 87; Marketing Strategy: 88; Promotion Objectives: 88; Copy Strategy: 89; Copy Plan: 89; Media Strategy: 90; Media Plan: 90; Sales Promotion Strategy: 90; Sales Promotion Plan: 91; Product Publicity Strategy: 92; Product Publicity Plan: 92; Special Objectives, Strategies, and Plans: 92; Budget Summary and Calendar of Events: 93; Summary: 93.

# Part 2: The Tools of Marketing: 99

Chapter 5: Some Useful Methods of Analysis: 101

The Scope of Analysis: 101; Analyzing the Total Market: 105; Analyzing Company Sales: 110; Distribution Analysis: 115; Comparative Advertising Expenditures: 117; Sales Promotion: 118; Advertising Effectiveness: 119; Special Research: 119; Summary: 120.

Chapter 6: Analyzing Consumer Markets— Demographics: 125

The Importance of Demographics: 128; Population: 128; Geographic Changes: 135; Income: 141; Patterns of Consumer Expenditures: 145; Summary: 149.

Chapter 7: Analyzing Industrial Markets—Buying Patterns: 153

Differences Between Industrial and Consumer Markets: 157; Producer Markets: 158; Reseller Markets: 165; Government Markets: 169; Summary: 171.

#### Chapter 8: Behavioral Dimensions of Consumers: 175

An Overview of Consumer Behavior: 179; Motivation: 179; Social Variables: 185; Intrapersonal Variables: 189; Consumer Behavior and Marketing: 189; Summary: 196

#### Chapter 9: Marketing Research and Test Markets: 199

The Marketing Information System: 202; Marketing Research and the Marketing Concept: 205; Barriers to the Use of Marketing Research: 207; Marketing Research and the Consumer: 210; Primary Versus Secondary Research: 214; Test Markets: 219; Measuring Test Market Results: 222; When to Test: 223; Test Marketing and Industrial Products: 223; Summary: 223.

## Chapter 10: Forecasting and the Marketing Budget: 229

Forecasting: 232; Regional and Seasonal Forecasts: 239; Determination of the Marketing Budget: 240; Summary: 245.

## Part 3: Marketing Communications and the Elements of Marketing: 253

## Chapter 11: An Overview of Marketing Communications: 255

The Nature of Marketing Communications: 258; Verbal and Nonverbal Communications: 262; Major Marketing Variables Controlling the Brand Image: 265; Stages in Marketing Communications: 270; Summary: 274.

#### Chapter 12: The Product: 277

Definition of a Product: 280; Classifications of Products: 281; Retail Stores and Services as Products: 283; Consumer Expectations and Product Satisfaction: 283; New Product Development: 285; Why New Products Fail: 293; Product Strategy for New Products: 293; Product Strategy for Established Products: 294; Summary: 301.

## Chapter 13: Branding and Packaging: 305

Guidelines for Selecting Product Names: 309; Legal Considerations in Selecting Brand Names: 310; Brand Name Strategies: 313; Selecting a Brand Name: 315; Private Labels: 316; Packaging: 320; An Overview of Packaging: 321; Changing Packages: 326; Legal Requirements for Packaging: 328; Summary: 329.

## Chapter 14: Pricing: 333

Basic Economic Concepts: 336, Traditional Pricing: 342; Changing Points of View: 342; Pricing in Contemporary Marketing: 343; Pricing for Profit: 344; Pricing Objectives: 348; The Structure of Pricing: 354; Pricing Strategies: 354; Summary: 357.

#### Chapter 15: Channels of Distribution: 363

An Overview of Channels of Distribution: 366; Channel Systems and Economic Efficiency: 369; Systems of Distribution: 372; Designing Channels and Obtaining Distribution: 375; Managing Distribution Systems: 380; Distribution Strategy: 382; Summary: 384.

#### Chapter 16: Physical Distribution: 389

An Overview of Physical Distribution: 392; Major Components of Physical Distribution: 397; Physical Distribution Strategy—the Total Cost Approach: 408; Summary: 410.

## Chapter 17: Personal Selling: 415

An Overview of Personal Selling: 420; Organizing the Sales Force: 424; Managing the Sales Force: 432; Summary: 440.

#### Chapter 18: Advertising: 445

An Overview of Advertising: 448; The Advertising Agency: 452; The Uses of Advertising: 457; Advertising Objectives and Strategies: 463; Summary: 465.

## Chapter 19: Sales Promotion and Product Publicity: 469.

An Overview of Sales Promotion: 472; Sales Force Promotions: 475; Trade Promotions: 475; Consumer Promotions: 481; Sale Promotion and the Marketing Plan: 485; Product Publicity: 485; Summary: 488.

## Part 4: Special Topics in Marketing: 493

#### Chapter 20: International Marketing: 495

The Scope of International Marketing: 498; The International Marketing Environment: 503; Investigating International Markets: 508; Methods of Entry: 510; The International Marketing Mix: 513; Summary: 516.

## Chapter 21: Corporate Planning: 521

Growth and the Firm: 524; Strategies for Growth: 525; Strategic Planning: 529; Formal Planning Methods: 531; The Results of Strategic Planning: 536; Summary: 537.

## Chapter 22: Business and Society: 543

Criticisms of Marketing: 546; Criticisms of Specific Marketing Practices: 549; The Concept of Social Responsibility: 556; Challenges for Marketing: 557; Summary: 559.

Appendix 1: A Sample Marketing Plan: 563

Appendix 2: Marketing Arithmetic: 573

Appendix 3: Career Opportunities in Marketing: 579

Glossary: 583 Index: 593