

Exploring Marketing

A Creative Learning Approach

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Preface

This is a knowledge-based program dedicated to providing effective learning in the marketing discipline.

Creative learning is designed to enable you to teach yourself the language and basic concepts of consumer marketing. It is a reinforcement learning technique, which can be used as a stand-alone process or as a supplement to a marketing textbook. Therefore, it is not a textbook, but an aid to the understanding of existing textbooks. Creative learning leads you from simple to complex ideas in a gradual fashion.

What is Creative Learning?

Creative learning is a proven learning process used in international universities and companies. As reinforcement, students are better prepared for exams. The method serves as a tool to assess classroom learning. Marketing is learning a new language, like French, German or English. This book enables students to master the marketing language.

How to Use This Course

This book is divided into five chapters. Chapter 1 is an introduction. Chapters 2-5 comprise the main methodology, which is a series of 'sets'. In each set there is a summary, a set of 'learning-patterns' and fifteen to forty 'frames' which systematically present new knowledge.

The main part is followed by a quiz designed to test the knowledge you have acquired. There is also a brief glossary of consumer marketing language. These are included on the accompanying CD-ROM.

The following technique is used in creative learning:

1. The number of dotted lines gives some indication of the number of words needed for a correct response.
2. An acceptable answer to a frame is the correct answer shown.

Step-By-Step Process

Creative Learning is done through a step-by-step process as follows:

1. Read the set summary. If you understand the words and concepts, pass directly to the next set, if not, repeat the set.
2. Study the learning patterns for two minutes, and then read each frame.
3. Write down your response.
4. Check each response one at a time with the correct answer.
5. If your answer is the same as the correct answer, mark it with a tick and move to the next frame.
6. If the answer is not correct, re-read the frame and try again.
7. At the end of the set, read the set summary and study the learning-patterns again.

Writing the Answers

Writing the answers is absolutely essential to the learning process. If you do the exercises without writing, you will lose half of the learning value.

Sequence

Each frame must be done in sequence. The sequence has been carefully designed to introduce new knowledge and to reinforce old knowledge. Do not skip frames; any apparent repetition is there for a good reason.

Avoid careless answers. If you begin to make mistakes because you are tired, and have not read the text carefully, take a rest. If you continually miss one particular point, go back to the set in which it first appeared and do that set again.

Language

In the program we have used a simple set of standard words in place of highly technical terms. The glossary that accompanies this book defines each word used in the book and other words used in practice.

For Students

Purpose of the Program

This is a program designed for you to have fun as you teach yourself the language and basic concepts of marketing. It is a program of instruction, which leads you to an understanding of what marketing can do to improve your competitive position.

The program leads you from simple to complex ideas in a gradual fashion. If you are unfamiliar with marketing you will not be able to understand the later parts of the book until you have understood what comes before. The program is like a ladder and the parts of the program are like the rungs in a ladder. You cannot reach the top rung of a ladder unless you have first used all the lower rungs. If there are several rungs missing in the ladder, it is not only very difficult to reach the

top, but the ladder also becomes unstable. The same things apply to your knowledge of marketing.

Using USA and UK terminology, by the end of this course, you should confidently be able to:

- Use and absorb the language of marketing without undue effort
- Apply the language to basic marketing concepts
- Relate the concepts to current marketing practice
- Communicate effectively with marketing staff
- Feel motivated to further your studies in the field of marketing

At the back of this book you will find a CD-ROM to help enhance your learning. The CD-ROM includes a glossary, Power Point slides which feature audio reinforcement as well as cases and solutions, interactive quizzes, and a final exam.

For Instructors

Creative Learning Approach (CLA)

Individuals and companies are using CLA to support textbooks, as a stand-alone program, as pre-learning before any management training program, or as part of a wider training initiative regularly worldwide.

Specific Objectives

The specific learning objectives are to cover a syllabus including: market segmentation, targeting, positioning, the marketing mix: product, price, promotion, and place, and thus to achieve the following learning outcomes:

- (a) Understand marketing language and concepts
- (b) Learn how to develop marketing segmentation
- (c) Understand how positioning projects your differentiation
- (d) Develop confidence in using marketing language
- (e) Motivate further study in the future

This book and accompanying CD-ROM are intended as reinforcement to help students achieve foundation level knowledge of marketing. Together with classroom instruction, the program is an effective way of learning the basic tools and concepts of marketing.

Text

Many training experts will confirm that a creative learning text, which provides continuous learning feedback, is a most effective training method for rapidly acquiring new marketing knowledge, skills and attitudes.

This program is designed to enable you to teach yourself or in a group, the language and basic concepts of marketing. It is a program of instruction which leads you, step by step, to an understanding of what marketing can do to improve your competitive position.

Along the way it is bound to make you smile, as you learn almost instinctively, with no stress!

Structure

The program provides a series of 20-30 minute “sets”. In each set, there is a series of up to sixty “frames” which systematically present new knowledge and also demand from you written answers. Each set is reinforced.

There is a post quiz of 89 questions to give you an instant measure of how much you have learned, and a simple glossary of 200 technical terms.

A variety of active learning materials, which you can find on the accompanying CD-ROM, should be used including:

- PowerPoint/audio — Lecture/case session (45 minutes)
- Glossary for continuous reference
- Quiz to measure learning achieved (60 minutes)

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The Creative Learning Approach and this book were partly inspired by faculty colleagues in marketing, and business schools including Cranfield, INSEAD, Cape Town and New York. We would like to thank the following contributors:

Dr. Richard Oxtoby of the University of Cape Town, Dr. Andre van de Merwe of the University of Stellenbosch and IMD, and Salvatore Teresi.

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Patrice Anne Nuq is Associate Professor and Department Head of Marketing and Management at the International University in Geneva, Switzerland. Professor Nuq draws on extensive international market experience in strategic and operational marketing aimed at customer loyalty and satisfaction. Professor Nuq is the founder and director of Synergies Marketing, providing global marketing services.

As Director of Marketing, Customer Development, Patrice was instrumental in launching Orange into the Swiss market building on her successful track record in the marketing of leading high technology brands, having started her career in the United States working at RCA Global Communications and ITT World Communications.

This was followed by international roles where she lived and worked in the United Kingdom, France and Switzerland, working with world leaders such as: British Telecommunications, Digital Equipment/Compaq, and Orange Communications.

Patrice is recognised for maximising company and customer value while sustaining competitive advantage and profitability having received various corporate service awards for building customer value and satisfaction throughout her corporate career.

Patrice has a Bachelor of Science degree in Mathematics and a Masters in Business Administration from the Rutgers University Graduate School of Management in the United States.

Bob Boland has had and continues to have a rich and varied career. With an MD and MPH from Johns Hopkins University and DBA and ITP (International Teachers Program) degrees from Harvard Business School, he started as a chartered accountant in London, England. Dr. Boland worked for various organizations as a US Certified Public Accountant, including Peat Marwick in the USA and Arthur Andersen in Europe. He was instrumental in setting up the management school for MBA and Executive programs at Cranfield Business School in England. He also helped create the business school at INSEAD in Fountainbleau, France, and the Graduate School of Business at the University of Cape Town, South Africa.

Dr. Boland developed AGL (Autonomous Group Learning) as management training with the Institute of Directors worldwide and other organizations around the globe. The program has been translated into nine languages and is used in thirty countries around the world for over 100,000 managers. He also created BOL 450 Language System for twenty languages.

A member of the International Labor Organization (ILO) in Geneva, Switzerland, Dr. Boland has worked in forty countries on research development projects and teaching accounting, the environment and management.

The author of many books and publications, Dr. Boland also offers Creative Learning Exercises (CLE) for language, health, and management training. He has also consulted for many global organizations including the World Health Organization (WHO), World Bank, the UN Refugee Agency (UNHCR), United Nations Industrial Development Organization (UNIDO), the Agency for International Development (AID), the Peace Corps, Shell Corporation, and Nokia.

Post Course Reinforcement

To reinforce the learning from the program, after one week do the following:

1. Read the summary pages of the text.
2. Play the PowerPoint Presentation again.
3. Do the quiz to achieve a 90% score and carefully review any errors.
4. Study the marketing strategy of a relevant business organization as reported in the Harvard Business Review or a major business journal.
5. Send us feedback on the program to robertboland@wanadoo.fr