Overview of Marketing
What is marketing?
Marketing philosophies – production-, sales-, market-, societal marketing-orientation
Differences between sales & market orientations
Marketing – everybody’s job; focus on customers
Why study marketing?
Consumer satisfaction

Strategic Planning for Competitive Advantage
Nature of strategic planning
What is a marketing plan? Why write a marketing plan?
Defining the business mission
Setting marketing plan objectives – measurable, time frame, etc
Situation and Competitive analyses
Competitive advantage – cost vs product differentiation
Strategic business units

Social Responsibility, Ethics, & Marketing Environment
Corporate social responsibility – sustainability, ethics, morals
Social factors – American values, component lifestyles, working women
Demographics –Cohorts: Tweens, Gen Y, Gen X, Boomers
Mobility
Economy – inflation, recession
Growing ethnic markets – ethnic diversity -- Hispanics, African Americans, Asian Americans
Economic factors – rising debt, purchasing power, inflation, recession
Technological factors – research RSS and blogging
Political & legal factors – federal, state, and local laws, regulatory agencies

Developing a Global Vision
Why is a global vision important today?
Globalization – pros and cons; emergence of a global consumer culture? Cross cultural issues
MNCs (multinational corporations) & global marketing standardization
Global marketing environment – culture, econ & technological dev, political structure & actions
WTO, GATT, European Union, NAFTA, BRIC
Demographic make-up and natural resources
Global marketing – risks: exporting, licensing & franchising, contract mfg, direct investment
Global marketing mix: product – invention, adaptation; pricing – exchange rates, dumping
Joint ventures

Consumer Decision Making
The consumer decision-making process: need recognition, info search, evaluation of alternatives, purchase, post-purchase behavior
Cognitive dissonance, involvement, routine response behavior, limited- & extensive decision-making
Cultural influences – cultural & values, cultural differences; sub-culture; social class; reference groups, opinion leaders, family
Individual influences – gender, age & family life cycle, personality, self-concept, & lifestyle
Psychological influences – perception, motivation, learning, beliefs & attitudes
Sources of information about products – marketer/non-marketer based sources

**B2B Marketing**
What is biz marketing?
Biz marketing on the Internet – online success indicators; disintermediation
Relationship marketing, strategic alliances, joint venture
Who in biz market – producers, resellers, government, institutions
NAICS – what it is? Why it is important?
Differences between consumer buying and biz buying
Buying practices – routine, limited/extensive decision making
Biz buying behavior – buying centers, roles of buying center members
Buying situations