

Michael Levens

Marketing

市场营销

定义、解释及应用

迈克尔·利文斯 著

双语教学版



Defined



Explained



Applied



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市场营销

定义、解释及应用

双语教学版

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内 容 提 要

本书是一本实用的市场营销入门级教材。作为双语教学版，本书对重点术语进行了中文注释。

本书以反映当前顾客关系管理和顾客价值创造为核心的市场营销理念为指导思想，从整个市场营销专业教学出发，在内容设置上通过“导读、定义、解释、应用、案例和小结”的写作方式，化繁为简、深入浅出地介绍了专业知识。本书结构体系完整、规范；理论和专业术语阐释清晰、简洁；图文并茂、表述生动有趣；案例丰富，习题类型多样。

本书可作为本科院校或高职高专市场营销类专业的教学用书，也适合作为商务英语等相关专业的学习用书。

● About the Author



Michael Levens is Chair of Business Administration and Marketing and Director of the Business Leadership Institute at Walsh College. Dr. Levens has previously served as the Head of Consumer Research at OnStar, Brand Manager at SAAB, and has held a variety of marketing leadership positions at General Motors. Dr. Levens also has business start-up experience, receiving Global 1st Runner-up recognition in the 1996 International Entrepreneurial Challenge (MOOT CORP®).

Educated in the United States and Australia, Dr. Levens received his B.S. in Management Systems (Marketing) from Kettering University, M.B.A. from Bond University, and Ph.D. in Organization and Management (Marketing) from Capella University. His research is focused on luxury brand management, affluent consumer behavior, and mixed-methodology marketing research techniques. Dr. Levens has served as a featured speaker at

conferences hosted by the American Marketing Association, Advertising Research Foundation, Association of Marketing Theory and Practice, Automotive Market Research Council, and the Canadian Marketing Association. He regularly provides consulting services to *Fortune* 100 companies and consults pro bono for major not-for-profits. In addition to being active in MENSA and the American Marketing Association, Dr. Levens serves on the board of directors of the Eisenhower Dance Ensemble.

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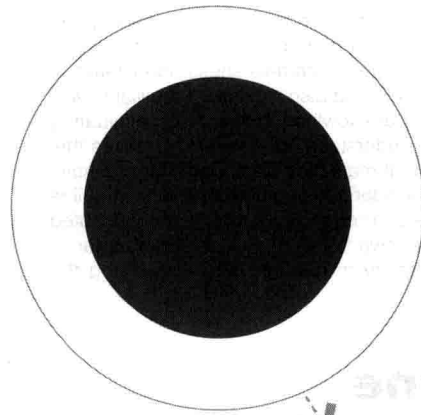
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Marketing: Defined, Explained, Applied



Michael Levens



The Meaning of **Marketing**

Chapter Overview Everyone has some experience with marketing. Whether or not you have worked in a marketing position in an organization, you have certainly been exposed to advertising, evaluated sales offers, made purchase decisions, and promoted yourself in some capacity, such as applying to a college or university. These, and many other aspects of everyday life, place you in marketing situations.

Of course, understanding marketing requires much more than simply recalling and becoming aware of everyday experiences. Understanding marketing requires a familiarity with the strategies that businesses use to create awareness and interest in their products and services. Understanding marketing also requires a familiarity with the processes that consumers knowingly and unknowingly follow when evaluating and making purchase decisions. In addition, understanding marketing requires that you have knowledge of the various activities that marketing comprises, for example, exchange, physical, and facilitating functions. Understanding marketing also requires familiarity with disciplines, such as economics and psychology, that have contributed by providing context to what is currently known as marketing. This chapter is designed to provide a foundation for your study of marketing by explaining the meaning of marketing.

▼ Chapter **Outline**

Marketing pp. 3–4

← **Objective 1.** What is marketing?

Marketing Concept pp. 4–7

← **Objective 2.** What is the marketing concept? How has marketing changed?

- **Evolution of Marketing: Early Years until 1950** p. 5
- **Evolution of Marketing: 1950–Present** p. 6
- **Evolution of Marketing: Social Responsibility** p. 6

Marketing Functions pp. 7–8

← **Objective 3.** What are marketing functions? Who performs them?

- **Internal Marketing Participants** pp. 7–8
- **External Marketing Participants** p. 8

MARKETING (pp. 3–4)

▼ **DEFINED** **Marketing** is an organizational function and a collection of processes designed to plan for, create, communicate, and deliver value to customers and to build effective customer relationships in ways that benefit the organization and its stakeholders.¹

▼ **EXPLAINED** Marketing

Marketing is a distinct activity within an organization, as well as certain tasks, such as assembling, pricing, and promoting, that result in products, services, ideas, and other tangible and intangible items. Those items, in turn, produce profits or achieve some other stated goals for an organization and its stakeholders, including shareholders, employees, or donors. Profits or other organizational goals are achieved by creating value for consumers. The creation of **value** is the realization of benefits that exceed the cost of products, services, or other items.

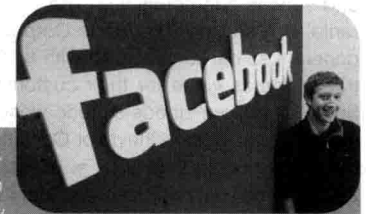
Marketing has grown from roots in economics, psychology, sociology, and statistics. One important concept that marketing has borrowed from the study of economics is the idea of utility. **Utility** is the satisfaction received from owning or consuming a product or service. Utility, in a marketing sense, is the value that marketers intend consumers to attach to that marketer's products or services. Supply and demand for products and services influence price, production costs influence supply, and utility influences demand. The utility that consumers attached to the Toyota Prius is what increased demand and what has caused Toyota to add U.S.-based production of the Prius beginning in 2010. Consumers are the ultimate adjudicators of utility. If consumers perceive that a particular product or service has utility, then they are inclined to consider purchasing that product or service.

A **need** is a necessity to meet an urgent requirement. A **want** is a desire for something that is not essential. For instance, a person has a need for food, but a person simply wants ice cream. There are strict definitions for wants and needs. However, businesses often use marketing to transform a want into a *perceived* need for a particular product or service. Businesses can increase **demand**, the financial capacity to buy what a person wants, for that business's brand of products or services through marketing activities such as advertising. A **brand** is a promise to deliver to consumers specific benefits associated with products or services. The brand can contrast the products or services of one company with the products or services of another company, and, through effective marketing, command a perception of greater value that can lead to higher sales revenue and profits.

▼ **APPLIED** Marketing

In practice, marketing is much more than simply selling or advertising. Marketing influences you as a consumer through your current and future career choices, and through the economy. Businesses create value through their offerings, communicate that value to consumers, and then deliver value in exchange for money from consumers. Marketing applies to more than just products or services, however. Marketing extends to a variety of tangible and intangible items, including the following:

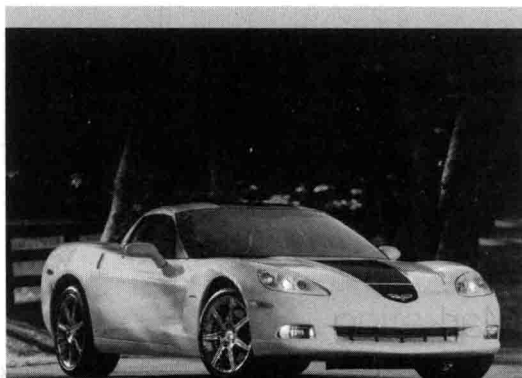
- Products
- Services
- People
- Places
- Causes
- Events
- Ideas



Facebook is a social networking utility created in 2004 at Harvard. Currently, Facebook has about 125 million users around the world and allows contacts with friends and colleagues to communicate and share photos, videos, and other links. People register with an e-mail address and join one or more networks based on companies, schools, or regions. In addition to allowing people to connect with each other, the site also has evolved as a marketing tool for individuals and businesses. The Facebook platform allows the hosting of events, such as the 2008 Presidential debates in partnership with ABC News, and also allows advertisements to be placed on networks. Target enjoyed considerable success through its involvement with Facebook. Target took its hip image to Facebook in 2007 by sponsoring a page identified as the "Dorm Survival Guide." Target made considerable preparation for the page, including an effort to understand how users interact on Facebook. Based on that insight, discussion groups, decorating tips, and pictures of dorm rooms complemented the product information. Target's overall fall 2007 campaign helped increase sales over 6% from the previous year.²

PHOTO: AP Photo/Paul Sakuma

EXAMPLE MARKETING



Try and rent this anywhere else.

Hertz has done it again. So many have had to wait for the ZH2 since its debut. It's the only sports car in the world that's been named "Best Sports Car" by *Wired* magazine. It's the only sports car in the world that's been named "Best Sports Car" by *Wired* magazine. It's the only sports car in the world that's been named "Best Sports Car" by *Wired* magazine.

Production of the ZH2 will be limited to 500 models, making it an instant classic. It's another year of the ZH2, making it a true classic. It's another year of the ZH2, making it a true classic. It's another year of the ZH2, making it a true classic.

SIRIUS
SATELLITE RADIO

Hertz
Fun Collection

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The Corvette ZH2, offered exclusively by Hertz as part of their "Fun Collection" portfolio in the United States, has both product and service characteristics. The vehicle is a product, but the rental is a service. The Hertz Corporation, the world's largest general-use car rental brand with 8,100 locations in 147 countries, creates value for their customers in a variety of ways. Some of those methods include working with General Motors, manufacturer of the Chevrolet Corvette, to offer a product that Hertz's competitors do not. Few people might rent the Corvette ZH2, but the Hertz portfolio also includes subcompacts to minivans to luxury cars, and those choices are presented to consumers as innovative and contemporary.³

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>> END EXAMPLE

Products include items often used or consumed for personal use, such as shavers or ice cream, and items that are consumed by businesses or used to produce items that are resold, such as raw materials or components. Services include items that are used and not retained by the consumer, for example, a massage or a haircut, and items that are used and not retained by businesses, such as repair or maintenance services.

Beyond products and services, many other items can also be marketed. People such as celebrities, athletes, and politicians are engaged in marketing themselves and building their own brands. Similarly, as you build your career, you will constantly be marketing yourself to others. Places, from Paris to New York, can also be marketed. Place marketing can be

designed to accomplish one of a wide variety of objectives, such as introducing potential visitors to a place with which they may not be familiar, reinventing a location to stand for something different from what it is currently known, or encouraging more frequent visits. Causes, including many not-for-profit organizations such as the Humane Society, museums, and art institutes, are also marketed to potential donors and to those who may use the services of the not-for-profit. Events, such as the Olympics, the Super Bowl, and the World Cup, market themselves, but also serve as marketing platforms for other businesses. Ideas, such as antilittering campaigns and political views, as well as concepts and messages, are also marketed.

Marketing Concept (pp. 4–7)

DEFINED The marketing concept is an organizational philosophy dedicated to understanding and fulfilling consumer needs through the creation of value.

EXPLAINED

Marketing Concept

Marketing, as stated earlier, involves the creation of value that results in effective customer relationships. **Customer relationships** are created when businesses and consumers interact through a sales transaction of a product or service and continue that relationship based on ongoing interaction between the business and the customer. The management of customer relationships, commonly referred to as **customer relationship management (CRM)**, involves those elements of business strategy that enable meaningful, personalized communication between businesses and customers. By implementing CRM, a business is committing to understanding customer lifetime value. **Customer lifetime value** includes the projected sales revenue and profitability that a customer could provide to a firm. If customer relationships serve as the foundation for marketing activities, then a business is practicing the marketing concept.

APPLIED

Marketing Concept

While generally considered a contemporary idea, the marketing concept has been used for many years, in practice, if not in name, by businesses trying to distinguish themselves from their competition by focusing on the customer. L.L.Bean founded its business in 1912 by referring to the customer as "...the most important person ever in this office—in person or by mail." L.L.Bean developed a marketing philosophy based on customer service and marketed a guarantee to provide "...perfect satisfaction in every way."⁴ Currently, many businesses, as well as churches, schools, and state and local tourism entities, practice the marketing concept by focusing on the expectations of their customers.

marketing concept 市场营销观念。customer relationships 顾客关系。customer relationship management 顾客关系管理。

customer lifetime value 顾客终生价值。