

中国劳动关系学院精品课系列教材

BASIC
MARKETING

市场营销学基础

(双语教材)

主编 乔东



上海交通大学出版社
SHANGHAI JIAO TONG UNIVERSITY PRESS

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内 容 提 要

本书是根据《市场营销学》双语教学需要编写的。全书涵盖了市场营销学中最重要理论知识与方法,包括概论、产品营销、价格营销、渠道营销和促销五个单元共 11 章。每一章都包括一个精选案例,还附有部分生词的注释和课后的思考题。

本书既适合普通本科高校学生学习,也适合以英语方式学习市场营销学的自学者和企业市场营销的从业者使用。

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前 言

市场营销学作为一门学科最早创立于美国,后来传播到西欧和日本等地。我国自1949年到改革开放前实行的是计划经济体制,企业是政府的附属物,失去了独立的市场地位,市场营销学在当时没有用武之地。改革开放以后,市场营销思想和理论才得以在我国传播。

1979年起,暨南大学、哈尔滨工业大学率先开设市场学课程,原外贸部和一机部所属高校以及中国人民大学、湖北财院、广西商专、云南财院等大专院校,也于1980年、1981年先后开设市场学课程或讲座。1988年,原国家教委批准山东大学试办市场营销专业。作者就是山东大学培养的首位市场营销专业研究生。之后,市场营销专业的专科生、本科生、研究生、博士后教育体系在国内高校陆续建立和健全。

随着国内英语教学环境的大幅改善和高校师生英语水平的显著提高,国内很多高校纷纷开设市场营销学双语课程。这不仅满足了我国对国际化市场营销管理人才的需要,更推动了我国高等教育办学水平的提升和世界一流大学的建设。作为国内培养的最早的市场营销专业研究生之一,作者不仅在企业工作期间积累了一定的市场营销实践经验,而且还有幸在清华大学攻读博士学位、从事博士后研究,并之后在哈佛大学做访问学者,领略到了市场营销学的理论前沿阵地。另外,作者还承担了市场营销学双语课程的教改课题。这些都为作者顺利编写本教材打下了良好基础。

当前,国内市场营销学双语教材多数使用的都是国外影印版教材,也有少数高

校教师自编教材。这些教材一般面向的都是国内“985”和“211”等名校学生,有着相当的难度和深度。与此相比,适合普通本科尤其二本、三本等一般高校学生的市场营销学双语教材则相当稀少。而这些高校的学生数量比“985”和“211”等名校的学生数量要多得多。因此,编写适合普通本科尤其二本、三本等一般高校学生的市场营销学双语教材则显得尤为重要。

本教材在参考大量市场营销学双语教材的基础上,既保持市场营销学的基本理论框架和逻辑体系,又突出市场营销学的实用性和操作性,满足了普通本科尤其二本、三本等一般高校对实用性人才培养的需要。本教材力求理论的简明性,使一些深奥的理论问题更易于理解;以理论知识的应用和实践能力培养为重点,采用案例教学的模式,使本教材讲述的原理、概念和方法都针对市场营销的具体实践。同时,本教材还吸收了市场营销学的一些最新研究成果,譬如企业文化传播是很多同类教材所没有的。

本教材共包括五个单元,分别是概论(Introduction)、产品(Product)、价格(Price)、渠道(Place)和促销(Promotion),其中,产品、价格、渠道和促销是现代市场营销学的4P理论,也是几乎所有国内外市场营销学教材的核心内容之一。

由于水平有限,本书虽经作者尽心致力,但难免存在不足,书中所存在的遗漏、缺憾、错误,诚请读者批评指正,以利勘误修正。同时,对本书出版付出努力的编辑以及本书所参考的文献作者深表敬意和谢忱。

乔 东

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UNIT 1

INTRODUCTION(导论)

CHAPTER 1
MARKET AND MARKETING(市场与营销)

CHAPTER 2
CONSUMER MARKET(消费者市场)

Marketing is managing profitable customer relationships.

市场营销就是管理盈利性的客户关系。

CHAPTER 1

MARKET AND MARKETING(市场与营销)

LEARNING OBJECTIVES

1. Define marketing.
2. Explain five core marketing concepts.
3. Describe the changing marketing landscape.

NOTE

本章主要内容包括：市场、营销、需要、欲望、需求的含义；市场营销管理理念；市场营销发展趋势。

Case: Amazon

From the start, Amazon has grown explosively. Its annual sales have rocketed from a modest \$ 150 million in 1997 to more than \$ 48 billion. During the past two years alone, despite a shaky economy, Amazon's revenues and profits both nearly doubled, growing by 40 percent annually.

What has made Amazon such an amazing success story? Founder and CEO Bezos puts it in three simple words: “**Obsess**^① over customers.” To its core, the company is **relentlessly**^② customer driven. Amazon believes that if it does what's good for customers, profits will follow.

Amazon.com has become a kind of online community in which customers can **browse**^③ for products, research purchase alternatives, share opinions and reviews with other visitors, and chat online with authors and experts. It creates direct, personalized customer relationships and satisfying online experiences. Year after year, Amazon places at or near the top of almost every customer satisfaction ranking, regardless of the industry.

QUESTIONS:

What has made Amazon such an amazing success story?

Like Amazon, these companies are strongly customer focused and heavily committed to marketing. They share a passion for understanding and satisfying customer needs in well-defined target markets. They **motivate**^④ everyone in the organization to help build lasting customer relationships based on creating value. Customer relationships and value are especially important today.

① obsess [əb'ses] *vt.* 使着迷; 缠住, 迷住; 使困扰

② relentlessly [rɪ'lentləsli] *adv.* 无情地; 残酷地; 不懈地; 不屈不挠地

③ browse [braʊz] *vt. & vi.* 浏览; 吃草; 随意翻阅 *n.* 浏览; 吃草; 放牧

④ motivate ['məʊtɪveɪt] *vt.* 使有动机, 促动, 激发, 诱导; 刺激; 激发……的积极性

I . Definition of Marketing

Marketing is managing profitable customer relationships. The twofold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction.

Today, marketing must be understood not in the old sense of making a sale—“telling and selling”—but in the new sense of satisfying customer needs. If the marketer understands consumer needs; develops products that provide superior customer value; and prices, distributes, and promotes them effectively, these products will sell easily. Selling and advertising are only part of a larger marketing mix—a set of marketing tools that work together to satisfy customer needs and build customer relationships.

Hence, we define marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return.

1. Needs

Human needs are states of felt **deprivation**^①. They include basic physical needs for food, clothing, warmth, and safety; social needs for belonging and affection; and individual needs for knowledge and self expression. Marketers did not create these needs; they are a basic part of the human makeup.

2. Wants

Wants are the form human needs take as they are shaped by culture and individual personality. Wants are shaped by one's society and are described in terms of objects that will satisfy those needs.

3. Demands

When backed by buying power, wants become demands. Given their wants

① deprivation [depri'veɪʃən] *n.* 剥夺; 损失; 免职; 匮乏; 贫困

and resources, people demand products with benefits that add up to the most value and satisfaction.

4. Market

A market is the set of actual and potential buyers of a product or service. These buyers share a particular need or want that can be satisfied through exchange relationships.

II . Marketing Management Philosophies

1. Production Concept

The production concept holds that consumers will favour products that are available and highly affordable, and that management should therefore focus on improving production and distribution efficiency. This concept is one of the oldest philosophies that guide sellers.

2. Product Concept

Another important concept guiding sellers, the product concept, holds that consumers will favour products that offer the most quality, performance and innovative features, and that an organization should thus devote energy to making continuous product improvements.

3. Selling Concept

Many organizations follow the selling concept, which holds that consumers will not buy enough of the organization's products unless it undertakes a large-scale selling and promotion effort. Most firms practice the selling concept when they have **overcapacity**^①.

4. Marketing Concept

The marketing concept holds that achieving organizational goals depends

① overcapacity [ˌəʊvəˈkæːpəsɪti] *n.* 生产能力过剩

on determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than other competitors do.

The selling concept and the marketing concept are frequently confused. The selling concept takes an inside-out perspective. It starts with the factory, focuses on the company's existing products and calls for heavy selling and promotion to obtain profitable sales. It focuses on customer conquest — getting short-term sales with little concern about who buys or why.

In contrast, the marketing concept takes an outside-in perspective. It starts with a well defined market, focuses on customer needs, **coordinates**^① all the marketing activities affecting customers and makes profits by creating long-term customer relationships based on customer value and satisfaction. Under the marketing concept, customer focus and value are the paths to sales and profits.

5. Societal Marketing Concept

The societal marketing concept holds that the organization should determine the needs, wants and interests of target markets. It should then deliver the desired satisfactions more effectively and efficiently than competitors in a way that maintains or improves both the consumer's and society's well-being. The societal marketing concept is the newest of the five marketing management philosophies.

III . Marketing Landscape

1. The Changing Economic Environment

Beginning in 2008, the United States and world economies experienced a Great Recession, a **stunning**^② economic **meltdown**^③ unlike anything else since the Great Depression of the 1930s. The stock market plunged, and trillions of dollars of market value simply evaporated.

① coordinate [ˈkəʊˌɔːdɪneɪt] *n.* 坐标; 同等的人或物 *adj.* 并列的; 同等的 *vt.* 调整; 整合 *vi.* 协调

② stunning [ˈstʌnɪŋ] *adj.* 极好的; 使人晕倒的; 震耳欲聋的 *v.* 把……打昏; 使震耳欲聋; 使大吃一惊

③ meltdown [ˈmeltdaʊn] *n.* 灾难; 彻底垮台; 熔化; 暴跌

In adjusting to the new economy, companies may be tempted to cut their marketing budgets and **slash**^① prices in an effort to **coax**^② more frugal customers into opening their wallets. However, although cutting costs and offering selected discounts can be important marketing tactics, smart marketers understand that making cuts in the wrong places can damage longterm brand images and customer relationships. The challenge is to balance the brand's value proposition with the current times while also enhancing its long-term equity.

2. Digital Age

The explosive growth in digital technology has fundamentally changed the way we live—how we communicate, share information, learn, shop, and access entertainment. In turn, it has had a major impact on the ways companies bring value to their customers. For better or worse, technology has become an indispensable part of our lives.

The most dramatic digital technology is the Internet. Online marketing is now the fastest-growing form of marketing. These days, it's hard to find a company that doesn't use the Internet in a significant way. Most traditional brick-and-mortar companies have now become click-and mortar companies. They have ventured online to attract new customers and build stronger relationships with existing ones.

3. Growth of Not-for-Profit Marketing

In recent years, marketing has also become a major part of the strategies of many not-for profit organizations, such as government, colleges, hospitals, museums, zoos, and even churches. The nation's not-for-profits face **stiff**^③ competition for support and membership. Sound marketing can help them attract membership, funds, and support.

① slash [slæʃ] *vt.* 猛砍; 鞭打; 严厉批评; 大幅度裁减或削减 *vi.* 猛砍; 严厉批评 *n.* 削减; 斜线; 猛砍; 砍痕; 沼泽低地

② coax [kəʊks] *vt.* 哄; 哄诱; 慢慢将……弄好 *vi.* 哄骗; 劝诱

③ stiff [stɪf] *adj.* 呆板的; 坚硬的; 严厉的; 拘谨的 *adv.* 僵硬地; 彻底地 *n.* 拘谨的人; 流通票据; 劳动者 *vt.* 诈骗; 失信

4. Rapid Globalization

Today, almost every company, large or small, is touched in some way by global competition. Nike markets in more than 180 countries, with non-U.S. sales accounting for 65 percent of its worldwide sales. The companies are not just selling more of their locally produced goods in international markets; they are also sourcing more supplies and components abroad.

5. Sustainable Marketing—The Call for More Social Responsibility

Marketers are reexamining their relationships with social values and responsibilities and with the very Earth that sustains us. As the worldwide consumerism and environmentalism movements mature, today's marketers are being called on to develop sustainable marketing practices. Corporate ethics and social responsibility have become hot topics for almost every business. And few companies can ignore the renewed and very demanding environmental movement. Every company action can affect customer relationships. Today's customers expect companies to deliver value in a socially and environmentally responsible way.

REVIEW QUESTIONS

1. Discuss why you should study marketing.
2. What is the single biggest difference between the marketing concept and the production, product and selling concepts? Which concepts are easiest to apply in the short run? Which concept can offer the best long-term success?
3. Discuss the key challenges facing companies in the twenty-first century with practical examples. What actions might marketers take to ensure they continue to survive and thrive in the new connected world of marketing?

CHAPTER 2

CONSUMER MARKET(消费者市场)

LEARNING OBJECTIVES

1. Define the consumer market.
2. Name the four major factors that influence consumer buyer behavior.
3. List and define the stages in the buyer decision process.
4. Describe the adoption process for new products.

NOTE

本章主要内容包括：消费者行为模型；消费者行为影响因素；消费者决策过程；消费者购买新产品决策过程。