

PRINCIPLES

OF MARKETING

NINTH EDITION



KOTLER & ARMSTRONG



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NINTH EDITION

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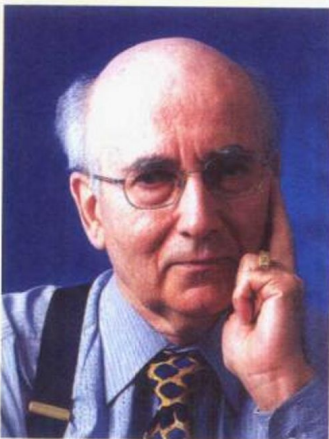
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PRINCIPLES OF MARKETING

ABOUT THE AUTHORS

As a team, Philip Kotler and Gary Armstrong provide a blend of skills uniquely suited to writing an introductory marketing text. Professor Kotler is one of the world's leading authorities on marketing. Professor Armstrong is an award-winning teacher of undergraduate business students. Together they make the complex world of marketing practical, approachable, and enjoyable.



PHILIP KOTLER is the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg Graduate School of Management, Northwestern University. He received his master's degree at the University of Chicago and his Ph.D. at M.I.T., both in economics. Dr. Kotler is author of *Marketing Management: Analysis, Planning, Implementation, and Control* (Prentice Hall), now in its tenth edition and the most widely used marketing textbook in graduate schools of business. He has authored several successful books and has written over 100 articles for leading journals. He is the only three-time winner of the coveted Alpha Kappa Psi award for the best annual article in the *Journal of Marketing*. Dr. Kotler's numerous major honors include the Paul D. Converse Award given by the American Marketing Association to honor "outstanding contributions to science in marketing" and the Stuart Henderson Britt Award as Marketer of the Year. He was named the first recipient of two major awards: the Distinguished Marketing Educator of the Year Award given by the American Marketing Association and the Philip Kotler Award for Excellence in Health Care Marketing presented by the Academy for Health Care Services Marketing. He has also received the Charles Coolidge Parlin Award which each year honors an outstanding leader in the field of marketing. In 1995, he received the Marketing Educator of the Year Award from Sales and Marketing Executives International. Dr. Kotler has served as chairman of the College on Marketing of the Institute of Management Sciences (TIMS) and a director of the American Marketing Association. He has received honorary doctorate degrees from DePaul University, the University of Zurich, and the Athens University of Economics and Business. He has consulted with many major U.S. and foreign companies on marketing strategy.



GARY ARMSTRONG is Crist W. Blackwell Distinguished Professor of Undergraduate Education in the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill. He holds undergraduate and masters degrees in business from Wayne State University in Detroit, and he received his Ph.D. in marketing from Northwestern University. Dr. Armstrong has contributed numerous articles to leading business journals. As a consultant and researcher, he has worked with many

companies on marketing research, sales management, and marketing strategy. But Professor Armstrong's first love is teaching. His Blackwell Distinguished Professorship is the only permanent endowed professorship for distinguished undergraduate teaching at the University of North Carolina at Chapel Hill. He has been very active in the teaching and administration of Kenan-Flagler's undergraduate program. His recent administrative posts include Chair of the Marketing Faculty, Associate Director of the Undergraduate Business Program, Director of the Business Honors Program, and others. He works closely with business student groups and has received several campus-wide and Business School teaching awards. He is the only repeat recipient of the school's highly regarded Award for Excellence in Undergraduate Teaching, which he won for the third time in 1993.

Preface



This new edition is more than just words on a page.

It is an entryway.

A jumping off point.

A place to begin the journey.

Phil and Gary realized the folly of trying to lay down a staid marketing gospel. Because the changes are not finished. The revolution is still happening. They realized that what they were seeing across the globe was so exciting that they had to do more than just write about it: they had to show students, get them involved, get them to participate.

HOW DID THEY DO THIS?

Phil and Gary take you on a World Tour. A series of videos profile innovative companies and marketing campaigns from Berlin to Hong Kong. These videos work with the text to bring the new world of marketing to life. In a CD-ROM, students use their experiences with the videos to make decisions in this new marketing environment. The result — a student better prepared for new marketing challenges.



KEY CHANGES

The authors did not solely rely on an innovative new supplements package. They re-thought and re-wrote the text from top to bottom. The most important change is, of course, the emphasis and expanded coverage of the revolutionary new marketing technologies. Not only is an entire chapter devoted to the burgeoning use of the Internet, but each chapter provides fresh new material on everything from virtual reality displays to e-commerce databases. Plus, **Internet Connections** at the end of each chapter provide exercises to reinforce the chapter's highlights.



INTERNET CONNECTIONS

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ONLINE MARKETING

Online marketing can bring benefits to customers that other channels cannot. A good example is online music stores, where customers can listen to clips of selected tracks before buying a CD. Other online benefits are ease of communica-

tion with customers and adaptability to marketplace changes. Visit CDNow (www.cdnow.com) and look up three CDs of your choosing. For each CD, record below the total number of tracks on that CD and the number of tracks that CDNow will let you sample.

CD Title	Total Tracks	Tracks Available to Sample

Kotler & Armstrong, Principles of Marketing, 9e



At the same time, Phil and Gary keep their readers abreast of the most current thinking on customer management, assessing customer value, brand equity and value positioning. There is an even greater emphasis on

using actual companies to bring concepts to life for students. Each **company case** in this new edition is new or completely revised.

Let's look at the text changes in more detail. The ninth edition of **Principles of Marketing** retains all of the elements that have made the text a worldwide leader for almost two decades, but has been thoroughly revised

around the major marketing theme of the coming millennium: **connectedness.**

COMPANY CASE

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Cars Direct.com: Shaking Up the Competition

Not that long ago, buying a car was an onerous task. When consumers visited a dealership, they were at a disadvantage. Not only did they have little information, they also had few negotiation skills. Because consumers buy cars infrequently, few develop strong negotiation skills and most forget what they learned the last time around.

Even consumers who took the time and effort to gather information and who were skillful negotiators found themselves embroiled in a long, tedious purchase process. They made visits to the car lot, haggled with the salesperson, and then haggled some more with the business manager over financing. The process could take hours, even days. At the end, many consumers were exhausted and believed that they had been taken advantage of by the dealer, who had all the power.

ALONG COMES THE INTERNET

The Internet let consumer-oriented organizations distribute information easily. *Consumer Reports* (www.consumerreports.com), *Consumer's Digest* (www.consumersdigest.com), AutoSite (www.autosite.com), *Car and Driver* (www.caranddriver.com), *Kelley Blue Book* (www.kbb.com), and *Edmund's* (www.edmunds.com) quickly set up Web sites offering consumers performance, pricing, and dealer information. Carforums.com (www.carforums.com) even offered model-specific chat rooms so that consumers could talk with one another about their cars and car problems.

Although helping consumers get more information was fine, savvy e-commerce entrepreneurs saw that the Internet offered a way to begin to change the car-buying process itself. Autobytel (www.autobytel.com) was one of the first companies to offer car-buying assistance. Other companies, such as CarPoint (carpoint.msn.com), AutoConnect (www.autoconnect.com), AutoWeb (www.autoweb.com), and AutoVantage (www.autovantage.com) quickly followed. In fact, analysts estimated that there were soon more than 100 automotive Web sites offering some type of car-shopping help. Autobytel and similar services signed up dealers who agreed to participate and pay fees for referrals. The sites helped consumers identify dealers in their areas who had the cars they were seeking. The services would either notify the dealer about an

interested consumer or simply let the consumer know where to find the dealer. Some sites allowed consumers to submit electronic, "no-haggle" bids to dealers. Using these services, however, the consumer still had to visit the dealer to conclude the negotiations and take possession of the car.

CARS DELIVERED FRESH DAILY

It was only a matter of time until some bold entrepreneur took the next logical step. As a result of having gone through the traditional car-buying process himself, Internet entrepreneur Bill Gross realized there had to be a better way. Mr. Gross had previously founded the Pasadena, California-based Internet incubator Idealab¹, which had already spawned companies such as eToys, GoTo.com, and Free-PC. Gross and other investors, including Michael Dell of Dell Computer, established CarsDirect.com (www.carsdirect.com).

Rather than just serving as an electronic middleman, CarsDirect actually closes the sale and delivers the car to the consumer. A consumer visiting the CarsDirect Web site finds a simple, three-step process to follow. First, the site guides the consumer through the process of selecting the vehicle. Using information and guidance that the site provides, consumers can choose from a complete selection of production vehicles available in the United States. Consumers who want a specialty vehicle, such as a Ferrari, or who don't find the vehicle they are seeking, can e-mail the company directly. A service advisor will contact them within 24 hours.

Once a consumer selects a car, CarsDirect negotiates with the 1,700 dealers in its network to find the car. CarsDirect tries to set a price to the consumer that is in the bottom 10 percent of the market price range for the particular vehicle. Its substantial buying power allows CarsDirect to get the vehicle from the dealer at an even lower price, then make a profit on the difference between what it pays the dealer and what it charges the consumer. One dealer reported selling 53 cars to CarsDirect over a three-month period. Selling to CarsDirect lowers the dealer's costs because the dealer doesn't have to pay the sales commission it would normally pay to salespeople.

Having found a car and set a price, CarsDirect offers the car to the consumer. Consumers can lock in the price by making a

It offers important new thinking and expanded



Connecting with customers:
connecting more selectively, more directly, and for life:

- **Relationship marketing**—finding, keeping, and growing profitable customers and capturing customer lifetime value by building value-laden customer relationships.
- **Delivering superior customer value, satisfaction, and quality**—attracting, keeping, and cultivating customers by developing market-centered strategies and "taking care of the customer." Integrated chapter-by-chapter coverage accompanies a full chapter on developing customer value, satisfaction, and relationships.

- **Connecting technologies**—employing the Internet and other information, computer, communications, and transportation technologies to connect directly with customers and to shape marketing offers tailored to their needs. This edition offers integrated chapter-by-chapter coverage, plus a full chapter on Direct and Online Marketing.

Connecting with the world around us



W coverage on:

Connecting with marketing partners:

connecting *inside* and *outside* the company to jointly bring more value to customers:

- **The company value chain**—connecting *inside* the company to create cross-functional, customer-focused teamwork and integrated action.
- **Value-delivery networks**—connecting with partners *outside* the company to create effective supply-chains.

The direct-marketing industry is addressing issues of ethics and public policy. For example, the Direct Marketing Association (DMA)—the largest association for businesses interested in interactive and database marketing with more than 4,600 member companies—recently developed its "Privacy Promise to American Consumers." This initiative, an effort to build consumer confidence in shopping direct, requires that all DMA members adhere to a carefully developed set of consumer privacy rules. The Privacy Promise requires that members notify customers when any personal information is rented, sold, or exchanged with others. Members must also honor consumer requests not to receive mail, telephone, or other solicitations again.

Direct marketers know that, left unattended, such problems will lead to increasingly negative consumer attitudes, lower response rates, and calls for more restrictive state and federal legislation. More importantly, most direct marketers want the same things that consumers want: honest and well-designed marketing offers targeted only toward consumers who will appreciate and respond to them. Direct marketing is just too expensive to waste on consumers who don't want it.



The DMA recently developed its "Privacy Promise to American Consumers," which attempts to build consumer confidence by requiring that all DMA members adhere to certain carefully developed consumer privacy rules.



ONLINE MARKETING AND ELECTRONIC COMMERCE

Online marketing

Marketing conducted through interactive online computer systems, which link consumers with sellers electronically.

Commercial online services

Services that offer online information and marketing services to subscribers who pay a monthly fee, such as America Online, CompuServe, and Prodigy.

Internet

The vast and burgeoning global web of computer networks with no central management or ownership.

World Wide Web (the Web)
The user-friendly Internet access standard.

Online marketing is conducted through interactive online computer systems, which link consumers with sellers electronically. There are two types of online marketing channels: commercial online services and the Internet.

Commercial online services offer online information and marketing services to subscribers who pay a monthly fee. The best-known online service provider is giant America Online, which has more than 19 million subscribers. Microsoft Network (MSN) and Prodigy trail far behind AOL with 2.45 million and 1 million subscribers, respectively.³³ These online services provide subscribers with information (news, libraries, education, travel, sports, reference), entertainment (fun and games), shopping services, dialogue opportunities (bulletin boards, forum, chat bones), and e-mail.

After growing rapidly through the mid-1990s, the commercial online services have now been overtaken by the **Internet** as the primary online marketing channel. In fact, all of the online service firms now offer Internet access as a primary service. The Internet is a vast and burgeoning global web of computer networks. It evolved from a network created by the Defense Department during the 1960s, initially to link government labs, contractors, and military installations. Today, this huge, public computer network links computer users of all types all around the world. Anyone with a PC, a modem, and the right software can browse the Internet to obtain or share information on almost any subject and to interact with other users.³⁴

Internet usage surged with the development of the user-friendly **World Wide Web (the Web)** and Web browser software such as Netscape Navigator and Microsoft Internet Explorer. Today, even novices can surf the Internet and experience fully integrated text, graphics, images, and sound. Users can send e-mail, exchange views, shop for products, and access news, food recipes, art, and business information. The Internet itself is free, although individual users usually must pay a commercial access provider to be hooked up to it.



Commercial online services: Leader America Online has more than 19 million subscribers who pay a monthly fee for its information and marketing services.

Connecting with the world around us:

- **Global marketing**—connecting globally with customers and marketing partners. The ninth edition offers integrated chapter-by-chapter coverage plus a full chapter focusing on global marketing considerations.
- **Marketing ethics, environmentalism, and social responsibility**—reexamining connections with social values and responsibilities. This edition offers integrated chapter-by-chapter coverage including a chapter on social responsibility and marketing ethics.
- **Broadened connections**—the increasing adoption of marketing by nonprofit and government organizations.

KEY FEATURES

Phil and Gary guide students through this New World of marketing.

DIRECT AND ONLINE MARKETING: THE NEW MARKETING MODEL

When 19-year-old Michael Dell began selling personal computers out of his college dorm room in 1984, few would have bet on his chances for success. In those days, most computer makers sold their PCs through an extensive network of all-powerful distributors and resellers. Even as the fledgling Dell Computer Corporation began to grow, competitors and industry insiders scoffed at the concept of mail-order computer marketing.

PC buyers, they contended, needed the kind of advice and hand-holding that only full-service channels could provide. Yet young Michael Dell has proved the skeptics wrong—way wrong. In little more than a decade and a half, he has turned his dorm-room mail-order business into a burgeoning, \$22 billion computer empire. Dell Computer is now the world's largest direct marketer of computer systems, the number-two PC maker, and the world's fastest-growing computer manufacturer. Over the past three years, Dell's sales have increased at an average of 53 percent per year, twice as fast as any competitor and five times the industry average. Profits have skyrocketed 89 percent per year. Since 1990, Dell's stock has risen an incredible 29,600 percent. Direct buyers now account for nearly a third of all PC sales, and Dell's

once-despised competitors are now scrambling to build their own direct-marketing systems.

What's the secret to Dell's stunning success? Anyone at Dell can tell you without hesitation: It's the company's radically different business model—the *direct model*. "We have a tremendously clear business model," says Michael Dell, the 34-year-old founder. "There's no confusion about what the value proposition is, what the company offers, and why it's great for customers. That's a very simple thing, but it has tremendous power and appeal." It also garners tremendous success for the company.

Dell's direct-marketing approach delivers greater customer value through an unbeatable combination of product customization, low prices, fast delivery, and award-winning customer service. A customer can talk by phone with a Dell representative on Monday morning; order a fully customized, state-of-the-art PC to suit his or her special needs; and have the machine delivered to his or her doorstep by Wednesday—all at a price that's 10 to 15 percent below competitors' prices for a comparably performing PC. Dell backs its products with high-quality service and support. As a result, Dell consistently ranks among the industry leaders in product reliability and service,



KEY TERMS

Key terms are highlighted within the text, clearly defined in the margins of the pages on which they appear, and listed at the end of each chapter.

INTERNET CONNECTION EXERCISES

Each chapter ends with a carefully designed Internet exercise that demonstrates the power of the Web as a marketing tool.

CHAPTER-OPENING EXAMPLES

Each chapter starts with a dramatic marketing story that introduces the chapter material and arouses student interest.

CHAPTER-OPENING OBJECTIVES

Each chapter begins with learning objectives that preview the flow of concepts in the chapter.

MARKETING HIGHLIGHTS

Additional examples and important information are featured in Marketing Highlight exhibits throughout the text.

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Part 3 Developing Marketing Mix

MARKETING HIGHLIGHT 17.4

AMERICAN STANDARD'S INTEGRATED DIRECT MARKETING: ANYTHING BUT STANDARD

You probably haven't thought much about your bathroom—it's not something that most of us get all that excited about. But as it turns out, you probably have a relationship with your bathroom unlike that with any other room in your house. It's where you start and end your day, pump and preen and admire yourself, escape from the rigors of everyday life, and do some of your best thinking. The marketers at American Standard, the plumbing fixtures giant, understand the often-overlooked but special role room. A few years back they set out upon a mission to help people design bathrooms worthy of their finest moments.

Working with its ad agency, Carmichael Lynch, American Standard created a wonderfully warm and highly effective but not-so-standard integrated marketing campaign. The campaign, called "We want you to love your bathroom," targeted men and women aged 25 to 54 from households planning to remodel bathrooms or replace fixtures. The campaign employed a carefully integrated mix of brand-image and direct-response media ads, direct mailings, and personal contact to create a customer database, generate sales leads, greatly cross customers into its retail showrooms, and build sales and market share.

The campaign began with a series of television, off-air, and brand-image ads in home and shelter magazines such as *Home*, *House Beautiful*, and *Country Living*, which reach a high percentage of readers, underscoring remodeling projects. Featuring simple but artistic shots of ordinary bathroom fixtures and scenes, the ads positioned American Standard as a company that understands the special relationships we have with our bathrooms. For example, one ad showed a white toilet and a partially unrolled roll of toilet paper, artfully arranged in a corner against plain blue-gray walls. "We're not in this business for the glitz," proclaimed the headline. "Designing a toilet or sink may not be as glamorous as, say, designing a Macarini. But to us, it's every bit as important. After all, more people will be sitting on our seat than theirs."

Another ad showed the feet of a man standing on a white tile bathroom floor wearing his goofy-looking slippers, and personal contact to create a customer database, generate sales leads, greatly cross customers into its retail showrooms, and build sales and market share.

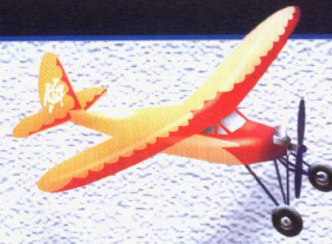
Readers could obtain the free guidebook by making in the coupon or calling the toll-free number listed in the ad. Consumers who responded found that they'd taken the first step in a carefully orchestrated relationship-building venture. First, they received the entertaining, highly informative, picture-filled 30-page guidebook *Hi! How 'Bout a Love Your Bathroom*, along

creates product awareness and stimulates inquiries. The company immediately sends direct mail to those who inquire. Within a few days, the company follows up with a phone call seeking an order. Some prospects will order by phone; others might request a face-to-face sales call. In such a campaign, the marketer seeks to improve response rates and profits by adding media and steps that contribute more to additional sales than to additional costs (see Marketing Highlight 17.4).



PUBLIC POLICY AND ETHICAL ISSUES IN DIRECT MARKETING

Direct marketers and their customers usually enjoy mutually rewarding relationships. Occasionally, however, a darker side emerges. The aggressive and sometimes



CHAPTER-ENDING SUMMARIES

At the end of each chapter, summaries are provided for each chapter objective to reinforce main points and concepts.

CONNECTING WITH THE CONCEPTS DISCUSSION AND APPLICATIONS QUESTIONS

Each chapter contains a set of discussion questions and application exercises covering major chapter concepts.

COMPANY CASES

Company Cases for class or written discussion are provided at the end of each chapter, with integrative comprehensive cases following each major part of the text. These cases challenge students to apply marketing principles to companies in real situations.

VIDEO CASES

A full selection of written video cases accompanies the ninth edition, supported by exciting and original videos developed for Principles of Marketing. The videos and cases help to bring key marketing concepts and issues to life in the classroom.

APPENDIXES

Three appendixes, "Measuring and Forecasting Demand," "Marketing Arithmetic," and "Careers in Marketing," provide additional, practical information for students.

GLOSSARY

At the end of the book, an extensive glossary provides quick reference to the key terms found in the book.

INDEXES

Subject, company, and author indexes reference all information and examples in the book.

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Part 3 Developing Marketing Mix

REVIEW OF CONCEPT CONNECTIONS

Mass marketers have typically tried to reach millions of buyers with a single product and a standard message communicated via the mass media. Consequently, most mass-marketing communications were one-way communications directed at consumers rather than two-way communications with consumers. Today, many companies are turning to direct marketing in an effort to reach carefully targeted customers more efficiently and to build stronger, more personal, one-to-one relationships with them.

1. Discuss the benefits of direct marketing to customers and companies and the trends facing its rapid growth.

Customers benefit from direct marketing in many ways. For consumers, home shopping is fun, convenient, hassle-free, saves time, and gives them a bigger selection of merchandise. It allows them to comparison shop using mail catalogs and online shopping services, then order products and services without dealing with salespeople. Sellers also benefit. Direct marketers can target almost any group, customize offers to special wants and needs, and then use individualized communications to promote these offers. Direct marketers can also build an ongoing relationship with each customer, mine offers to reach prospects at the right moment, thereby receiving higher response and repeat, and easily test alternative media and messages. Finally, direct marketers gain privacy because their offer and strategy are less visible to competitors.

Various trends have led to the rapid growth of direct marketing. Market "democratization" has produced a constantly increasing number of market niches with specific preferences. Direct marketing enables offers to focus efficiently on these market niches with offers that better match particular consumer wants and needs. Other trends encouraging at-home shopping include higher costs of driving, traffic, and parking congestion, lack of time, a shortage of retail sales help, and long lines at checkout counters. Consumers like the convenience of direct marketers' toll-free phone numbers, their acceptance of orders round the clock, and their commitment to customer service. The growth of quick delivery via express carriers has also made direct shopping fast and easy. The increased affordability of computers and customer databases has allowed direct marketers to single out the best prospects for each of their products. Finally, in business-to-business marketing, lower cost-per-contact media has proven more cost-effective in reaching and selling to most prospects and customers than using a sales force.

2. Define a customer database and list the four ways companies use databases in direct marketing.

A *customer database* is an organized collection of comprehensive data about individual customers or prospects, including geographic, demographic, psychographic, and behavioral

data. Companies use databases to identify prospects, decide which customers should receive a particular offer, deepen customer loyalty, and reexamine customer purchases.

3. Identify the major forms of direct marketing.

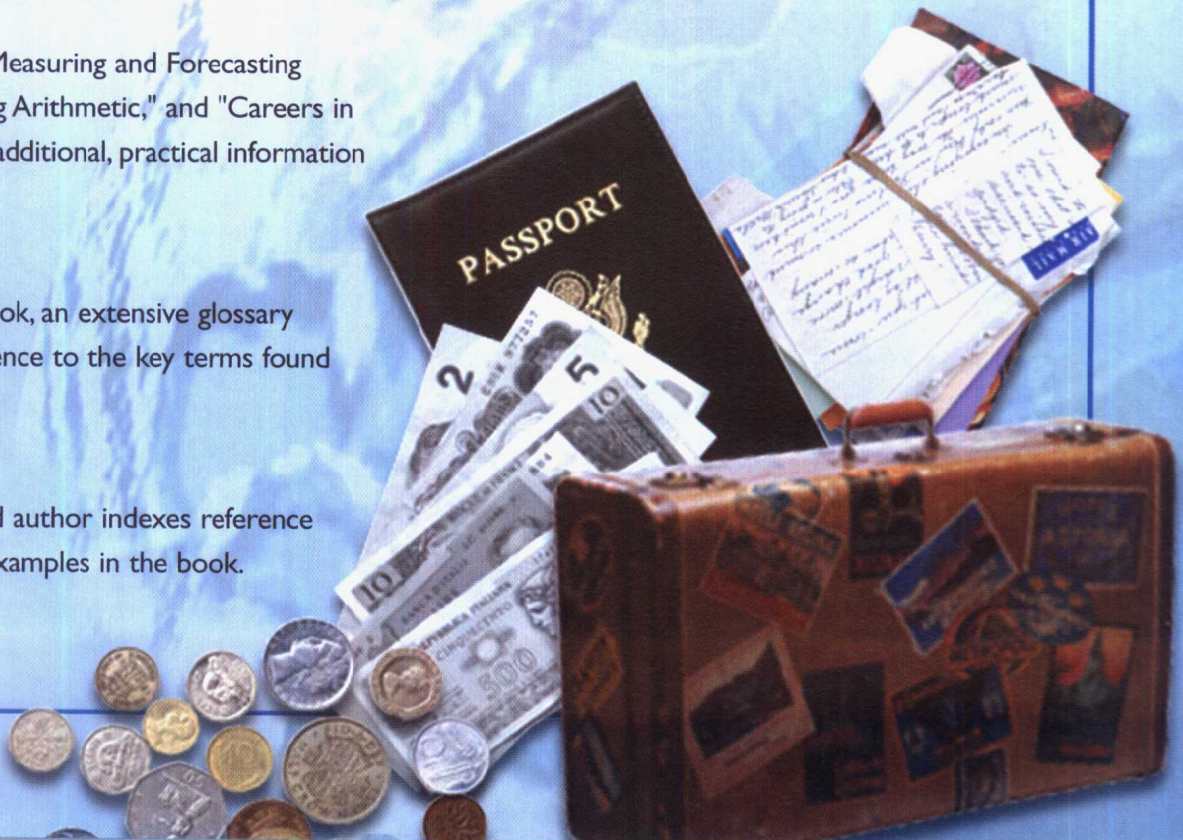
The main forms of direct marketing include *face-to-face selling*, *telemarketing*, *direct-mail marketing*, *catalog marketing*, *direct-response television marketing*, *book marketing*, and *online marketing*. Most companies today continue to rely heavily on face-to-face selling through a professional sales force, or they hire manufacturers' representatives and agents. Increasingly, companies use the telephone to sell directly to consumers. *Direct-mail marketing* consists of the company sending an offer, announcement, reminder, or other item to a person at a specific address. Recently, three new forms of mail delivery have become popular—*fax mail*, *e-mail*, and *voice mail*. Some marketers rely on *catalog marketing*, or selling through catalogs mailed to a select list of customers or made available in stores. *Direct-response television marketing* has two forms, *direct-response advertising or infomercials*, and *home shopping channels*. *Kiosks* are information and ordering machines that direct marketers place in stores, airports, and other locations. *Online marketing* involves online channels and electronic commerce and is usually conducted through interactive online computer systems, which electronically link consumers with sellers.

4. Compare the two types of online marketing channels and explain the effect of the Internet on electronic commerce.

The two types of online marketing channels are *commercial online services* and the *Internet*. *Commercial online services* provide online information and marketing services to subscribers for a monthly fee. The Internet is a vast global and public web of computer networks. In contrast to commercial online services, use of the Internet is free—anyone with a PC, a modem, and the right software can browse the Internet to obtain or share information on almost any subject and to interact with other users. The explosion of Internet usage has created a new world of *electronic commerce*, a term that refers to the buying and selling process that is supported by electronic means. In this process, *electronic markets* become "marketplaces" in which sellers offer products and services electronically, whereas buyers search for information, identify their wants and needs, and then place orders using a credit card or other form of electronic payment.

5. Identify the benefits of online marketing to consumers and marketers and the four ways marketers can conduct online marketing.

For consumers, online marketing is beneficial for many reasons. It is *interactive*, *immediate*, and provides access to an abundance of comparative information about products, com-



"Your Companions in this New World of Market

A hallmark of this edition is the World Marketing Tour videos and accompanying c Phil and Gary are your guides from Berlin to Hong Kong and from London to Los Ange

CELEBRITY MARKETING

LOS ANGELES

PRODUCTS & SERVICES

YMCA INTERNATIONAL IN LONDON

PLACEMENT

ERICSSON IN STOCKHOLM

CONSUMER BEHAVIOR

WARNER BROTHERS IN HONG KONG

NOT-FOR PROFIT MARKETING

YMCA INTERNATIONAL IN HONG KONG

STRATEGY & PLANNING

GERMAN GOVERNMENT IN BERLIN

INTERNET MARKETING

BLAIR WITCH PROJECT IN LOS ANGELES

THE MARKETING ENVIRONMENT

UNITED STATES MILITARY ACADEMY IN WEST POINT, NY



THE WORLD TOUR STARTS HERE with Kotler & Armstrong, Principles of Marketing, 9e



ng..."



The Kotler and Armstrong World Tour CD-ROM extends the video cases and brings students into the New World of marketing. Students make decisions based on marketing challenges around the globe. Extensive questions and feedback mechanisms test student mastery of key concepts. Additional study guides help students review material.



DON'T LEAVE HOME WITHOUT THESE

A successful marketing course requires more than a well-written book. Connecting in today's classroom requires a dedicated teacher and a fully-integrated teaching system.

Principles of Marketing, Ninth edition, is supported by an extensive teaching package:

INSTRUCTORS' MANUAL

Contains chapter objectives, chapter overviews, and complete teaching outlines, lecture notes for each chapter. Outlines incorporate key terms, figures, and PowerPoint slides. The manual also includes answers to all end-of-chapter questions and comments on the company and comprehensive cases.

TEST ITEM FILE



Comprised of over 2000 questions (100 per chapter) in a variety of formats, including multiple choice, true/false, and essay. Questions are rated by difficulty and linked by page reference to the text. The Test Item

File is also produced in an electronic format. (Prentice Hall Custom Test)

COLOR TRANSPARENCIES

Available as acetates or PowerPoint slides. Includes key terms, important figures, and chapter concepts. Improvements: use of company examples provides jumping-off points for class discussion; slides are geared towards helping students learn; more slides per chapter.

INSTRUCTOR RESOURCE CD-ROM:

This all-in-one multimedia product is an invaluable asset for professors who prefer to work with electronic files rather than traditional print supplements. This single CD-ROM contains the Instructor's Manual, the complete set of PowerPoint slides, the Test Item File, and the Prentice Hall Test Manager program.



ADVERTISING TRANSPARENCIES

A collection of over 70 color transparencies featuring advertisements that illustrate various marketing concepts. Also includes an expanded table of contents, which points out the marketing terms or ideas exhibited in each advertisement.

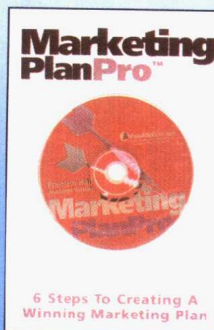
FACULTY ACTIVITIES AND CLASSROOM TEACHING STRATEGIES (F.A.C.T.S.) GUIDE

Created to help instructors energize students and promote discussion through projects, ideas, and Internet experiences, this supplement makes use of active learning practices to make time in the classroom interesting and memorable for students. Includes, for each textbook chapter, a section titled "Barriers to Effective Learning," which alerts the instructor to potential learning obstacles and difficult lessons.

THE INTERNET: A NEW MARKETING TOOL 2001

A practical and updated guide to marketing on the Internet, providing both an application of the marketing principles explained in the textbook and a look at some companies that use them. Authors Raymond Frost and Judy Strauss developed pedagogy that requires students to search for answers and observe marketing methods of on-line companies.

MARKETING PLAN PRO



(available for \$10 with every student textbook) This new software is totally interactive, featuring ten sample marketing plans, excellent help, customizable charts and professional-looking color printouts. The plan wizards enable you to easily customize your marketing plan to fit your marketing needs. You then follow the clearly out-

lined steps - define, plan, budget, forecast, track and measure - to progress from strategy to implementation. Click to print, and your text, spreadsheet and charts come together to create a powerful marketing plan.

myPHLIP

PRENTICE HALL (*Learning on the Internet Partnership*)

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Featuring one click access to all of the new resources created by our award-winning team of educators, myPHLIP provides a **personalized view** of the great new resources available:



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Messages—instructors can send messages to individual students, or all students linked to your course.



Student Resources—add premium PHLIP resources for your students to view and download (such as our PowerPoints™, videos, and spreadsheets).



Business Headlines—provides links to articles in today's business news!



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Instructor's Manual—myPHLIP Instructor Manual provides tips and suggestions from our PHLIP faculty for integrating PHLIP resources into your course.

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FOR THE PROFESSOR

- **Teaching Resources** include resources contributed by professors throughout the world, including teaching tips, techniques, academic papers, and sample syllabi
- **Talk to the Team**, a moderated faculty chat room.
- **On-line faculty support**

FOR THE STUDENT

- **Talk to the Tutor**, virtual office hours that allow students to post questions from any supported discipline and receive responses from the dedicated PHLIP/CW faculty team.
- **Writing Resource Center**, an on-line writing center that provides links to on-line directories, thesauruses, writing tutors, style and grammar guides, and additional tools.
- **Career Center**, helps access career information, view sample resumes, even apply for jobs on-line.
- **Study Tips**, an area for students to learn to develop better study skills.