

国家级双语教学示范课“出口营销学”配套教材  
河北经贸大学范式课“出口营销学”配套教材

**T** HE BASICS OF MARKETING

# 市场营销基础 (双语版)

张希颖 吴丽娟 主编



对外经济贸易大学出版社

University of International Business and Economics Press

# 市场营销基础（双语版）

## The Basics of Marketing

张希颖 吴丽娟 主 编

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# 前 言

《市场营销基础(双语版)》(The Basics of Marketing)是国际经济与贸易,市场营销、国际商务及工商管理类其他专业的基础课程之一,内容涵盖全球营销概况、市场营销概念、市场营销环境分析以及信息搜集分析系统、消费者行为分析、市场营销策略以及组合等。

为体现涉外性,本教材使读者通过学习,在掌握基础知识的同时加强带入感,强化对专业英语的了解和认知;进而在实践活动中弱化语言障碍,提高工作效率。

本教材是国家级双语教学示范课“出口行销学”的课程建设成果,由河北经贸大学和郑州航空工业管理学院的老师共同编撰完成,各章编写分工如下:第一章、第七章由张少楠编写,第二章由张希颖编写,第三章由彭苗编写,第四章、第五章由吴丽娟编写,第六章由殷向晖编写,第八章、第九章由李澜涛编写。韩爱玲、刘梦楠、于子箫、李曙军参与了本书的资料收集和校对工作。张希颖负责全书的统稿和总纂。

在编写本书的过程中编者参考了多部国外原版著作,在此对原作者表示感谢!本书为市场学基础教材,对更加深入和细致的专业内容未作具体展现。另外,书中难免存在疏漏之处,敬请读者予以指正。

编 者

2015年11月

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# *Chapter 1*

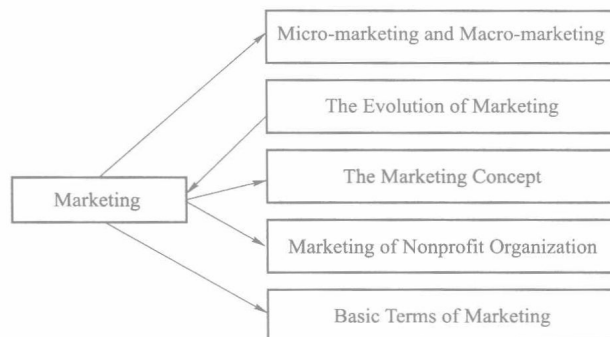
## Marketing: Managing Valuable Customers

### Chapter Objectives

After this chapter, you will be able to:

1. know what marketing is
2. understand the difference between micro-marketing and macro-marketing
3. know what the marketing concept is
4. understand how the marketing concept relates to customer value

### Chapter Structure



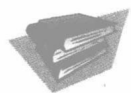
**Opening Case****JetBlue Tries to Satisfy the Customers**

In 2007, JetBlue was a thriving young airline with a strong reputation for outstanding service. In fact, the low-fare airline referred to itself as a customer service company that just happened to fly planes. But on Valentine's Day 2007, JetBlue was hit by the perfect storm—literally—of events that led to an operational meltdown. One of the most severe storms of the decade covered JetBlue's main hub at New York's John F. Kennedy International Airport with a thick layer of snow and ice. Small JetBlue did not have the infrastructure to deal with such a crisis. The severity of the storm, coupled with a series of poor management decisions, left JetBlue passengers stranded in planes on the runway for up to 11 hours. Worse still, the ripple effect of the storm created major JetBlue flight disruptions for six more days.

Understandably, customers were livid. JetBlue's efforts to clean up the mess following the six-day Valentine's Day nightmare cost over \$30 million dollars in overtime, flight refunds, vouchers for future travel, and other expenses. But the blow to the company's previously stellar customer-service reputation stung far more than the financial fallout. JetBlue became the butt of jokes by late night talk show hosts. Some industry observers even predicted that this would be the end of the seven-year-old airline.

But just three years later, the company is not only still flying; it is growing, profitable, and hotter than ever. During the recent economic downturn, even as most competing airlines were cutting routes, retiring aircraft, laying off employees, and losing money, JetBlue was adding planes, expanding into new cities, hiring thousands of new employees, and turning profits. Even more, JetBlue's customers adore the airline. For the fifth consecutive year (even including 2007), JetBlue has had the highest J.D. Power and Associates customer satisfaction score for the entire airline industry. Not only did JetBlue recover quickly from the Valentine's Day hiccup, it's now stronger than ever.

Source: From Marketing Management 14th ed., Philip Kotler, Kevin Lane Keller, Pearson Education, 2012.

**Text**

Many people think of marketing as only selling and advertising. It's true that these are parts of marketing. But marketing is much more than selling and advertising. Marketing affects almost every aspect of your daily life. The choices you have among the goods and services you buy, the stores where you shop, and the radio and TV programs you tune in to are

all possible because of marketing.

We are bombarded every day with TV commercials, catalogs, sales calls, and e-mail pitches. However, selling and advertising are only the tip of the marketing iceberg.

In the process of providing all these choices, marketing drives organizations to focus on what it takes to satisfy you, the customer. Most of the things you want or need are available conveniently when and where you want or need them.

Moreover, as a consumer, you pay for the cost of marketing activities. In advanced economies, marketing costs about 50 cents of every consumer dollar. For some goods and services, the percentage is much higher. It makes sense to be an educated consumer and to understand what you get and don't get from all that spending.

Marketing offers many exciting and rewarding career opportunities. If you're aiming for a non-marketing job, knowing about marketing will help you do your own job better. Throughout our course, we'll discuss ways that marketing relates to other functional areas.

An even more basic reason of marketing is that marketing plays a big part in economic growth and development. One key reason is that marketing encourages research and innovation—the development and spread of new ideas, goods, and services. As firms offer new and better ways of satisfying consumer needs, customers have more choices among products and this fosters competition for consumers' money. This competition drives down prices. Moreover, when firms develop products that really satisfy customers, fuller employment and higher incomes can result.

## 1.1 Marketing Defined

Marketing comes to you in the good old traditional forms: You see it in the abundance of products at your nearby shopping mall and the ads that fill your TV screen, spice up your magazines, or stuff your mailbox. But in recent years, marketers have assembled a host of new marketing approaches, everything from imaginative Web sites and online social networks to your cell phone. These new approaches do more than just blast out messages to the masses. They reach you directly and personally. Today's marketers want to become a part of your life and enrich your experiences with their brands—to help you live their brands.

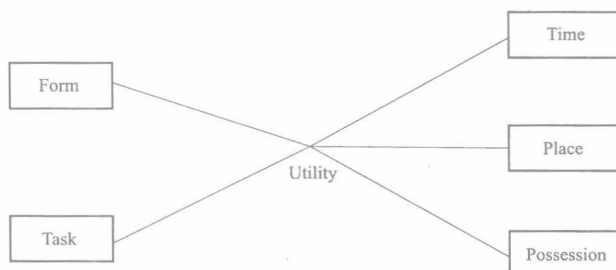
Today, marketing must be understood not in the old sense of making a sale—"telling and selling"—but in the new sense of satisfying customer needs. If the marketer understands consumer needs, develops products that provide superior customer value and prices, and distributes and promotes them effectively, these products will sell easily.

### Utility—What Marketing Provides

The utility is the power to satisfy human needs. Products do not automatically provide utility. Form utility is provided when someone produces something tangible. Task utility is provided when someone performs a task for someone else—for instance, when a bank handles

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financial transactions or a guide leads a group up a mountain. But just producing hiking boots or handling bank accounts doesn't result in consumers' satisfaction. Unless the product is something that consumers want, there is no need to be satisfied and no utility.



**Figure 1.1 Utility and Marketing**

Marketing is concerned with what customers want and it should guide what is produced and offered. It doesn't make sense to provide goods and services that consumers don't want when there are so many things they do want or need.

Marketing decisions focus on the customer and include decisions about what goods and services to produce. This is an important idea, one that we will develop more completely later. Even when marketing and production combine to provide form or task utility, consumers won't be satisfied until possession; time and place utility are also provided.

Form utility is provided when someone produces something tangible.

Task utility is provided when someone performs a task for someone else—for instance, when a bank handles financial transactions.

Possession utility means obtaining a product or service and having the right to use or consume it. Customers usually exchange money or something else of value for possession utility.

Time utility means having the product available when the customer wants it, and place utility means having the product available where the customer wants it. Time and place utility are very important for services too. For example, neighborhood emergency health clinics have become very popular. People just walk in as soon as they feel sick, not a day later when their doctor can schedule an appointment.

Marketing provides time, place, and possession utility. It should also guide decisions about what goods and services should be produced to provide form utility and task utility.

Marketing is more than a set of concepts and tools to be applied to the firm's efforts in the marketplace. In fact, marketing must be viewed from a holistic perspective as the energizing core of the firm's overall marketplace approach. Such a perspective reflects a true appreciation of the firm's dynamic interaction with and dependency on the macro-environment.

The following ideas and precepts are presented as major components of this new approach: Marketing is not a function—it is a way of doing business. Marketing is an attitude.

Traditionally, marketing has been viewed as a function analogous to production, finance, or human resources. In fact, marketing today incorporated an all pervasive business philosophy. It is a way of thinking that reflects a deeply-imbedded appreciation of and commitment to the most important corporate result that can be achieved: customers satisfaction. Profits will then logically follow. This way of doing business requires an ongoing openness to and focus on the customers and the external environment. All resources including human resources are ultimately directed to service excellence and customers' satisfaction.

Marketing requires vision, creativity, imagination, and anticipation. These elements are absolutely essential keys to success in our constantly changing business environment with its unlimited potential for opportunity. The vision component requires a breakaway from the traditionally narrow definition of time, and technology to anticipate entirely new markets and needs.

## 1.2 Micro-marketing and Macro-marketing

Micro and macro refer to economic environments within which marketing takes place. Though not exactly opposites, broad differences exist between macro marketing and micro marketing. Despite such differences, these terms often occur in tandem, as they constitute the two primary types of marketing.

In everyday use when people talk about marketing, they have the micro view in mind. So that is the way we will define marketing here. However, the broader macro view that looks at the whole production-distribution system is also important.

Micro-marketing	Macro-marketing
The performance of activities that seek to accomplish an organization's objectives by anticipating customer needs and directing the flow of need-satisfying goods and services.	A social process that directs an economy's flow of goods and services to effectively match supply and demand and to meet society's objectives.

**Figure 1.2 Micro-marketing and Macro-marketing**

Every society needs a macro-marketing system to help match supply and demand. Different producers in a society have different objectives, resources, and skills.

The emphasis with macro-marketing is not on the activities of individual organizations. Instead, the emphasis is on how the whole marketing system works. This includes looking at how marketing affects society and vice versa.

Not all consumers share the same needs, preferences, and wealth. In other words, within every society there are both heterogeneous (highly varied) supply capabilities and heterogeneous demands for goods and services. The role of a macro-marketing system is to

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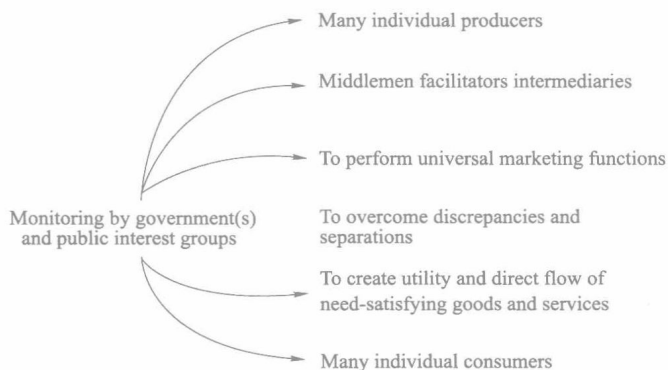
effectively match this heterogeneous supply and demand and at the same time accomplish society's objectives.

An effective macro-marketing system delivers the goods and services that consumers want and need. It gets products to them at the right time, in the right place, and at a price they're willing to pay. It keeps consumers satisfied after the sale and brings them back to purchase again when they are ready. That's not an easy job—especially if you think about the variety of goods and services a highly developed economy can produce and the many kinds of goods and services consumers want.

### The Purpose of a Macro-marketing System

Effective marketing in an advanced economy is difficult because producers and consumers are often separated in several ways. Exchange between producers and consumers is hampered by spatial separation, separation in time, separation of information and values, and separation of ownership. You may love your cell phone, but you probably don't know when or where it was produced or how it got to you. The people in the factory that produced it don't know about you either.

In addition, most firms specialize in producing and selling large amounts of a narrow assortment of goods and services. This allows them to take advantage of mass production with its economies of scale. Yet most consumers only want to buy a small quantity; they also want a wide assortment of different goods and services. These “discrepancies of quantity” and “discrepancies of assortment” further complicate exchange between producers and consumers. That is, each producer specializes in producing and selling large amounts of a narrow assortment of goods and services, but each consumer wants only small quantities of a wide assortment of goods and services.



**Figure 1.3 Model of Market-directed Macro-marketing System**

The purpose of a macro-marketing system is to overcome these separations and discrepancies. The “universal functions of marketing” help do this. The universal functions of marketing are buying, selling, transporting, storing, standardization and grading, financing,

risk taking, and market information. They must be performed in all macro-marketing systems.

Any kind of exchange usually involves buying and selling. The buying function means looking for and evaluating goods and services. The selling function involves promoting the product. It includes the use of personal selling, advertising, customer service, and other direct and mass selling methods. This is probably the most visible function of marketing. The transporting function means the movement of goods from one place to another. The storing function involves holding goods until customers need them. Standardization and grading involve sorting products according to size and quality. This makes buying and selling easier because it reduces the need for inspection and sampling. Financing provides the necessary cash and credit to produce, transport, store, promote, sell, and buy products. Risk taking involves bearing the uncertainties that are part of the marketing process. The market information function involves the collection, analysis, and distribution of all the information needed to plan, carry out, and control marketing activities, whether in the firm's own neighborhood or in a market overseas.

Exchanges are often easier or less expensive when an intermediary performs some of the marketing functions. Both producers and consumers may benefit when an intermediary plays a role in the exchange process. Imagine what it would be like to shop at many different factories and farms for the wide variety of brands of packaged foods that you like rather than at a well-stocked local grocery store. While wholesalers and retailers must charge for services they provide, this charge is usually offset by the savings of time, effort, and expense that would be involved without them. So these intermediaries can help to make the whole macro-marketing system more efficient and effective.

A wide variety of other marketing specialists may also help smooth exchanges between producers, consumers, or intermediaries. These specialists are facilitators—firms that facilitate or provide one or more of the marketing functions other than buying or selling. These facilitators include advertising agencies, marketing research firms, independent product-testing laboratories, Internet service providers, public warehouses, transporting firms, communications companies, and financial institutions.

Society assigns supervision of the system to the government. Government agencies control interest rates and the supply of money. They also set import and export rules that affect international competition, regulate radio and TV broadcasting, sometimes control wages and prices, and so on. Government also tries to be sure that property is protected, contracts are enforced, individuals are not exploited, no group unfairly monopolizes markets, and producers deliver the kinds and quality of goods and services they claim to be offering.

## **1.3 Marketing Concept**

### **1.3.1 The Evolution of Marketing**

There are 5 stages in the process of “Marketing” evolution:

## The Basics of Marketing

① Simple trade era: a time when families traded or sold their surplus output to local intermediaries, who then resold these goods to other consumers or distant intermediaries. This was the early role of marketing, and it is still the focus of marketing in many of the less-developed areas of the world. In fact, even in the United States, the United Kingdom, and other more advanced economies, marketing didn't change much until the Industrial Revolution brought larger factories more than a hundred and fifty years ago.



**Figure 1.4 Marketing's Changing Role**

② Production era: a time when a company focuses on production of a few specific products—perhaps because few of these products are available in the market. From the Industrial Revolution until the 1920s, most companies were in the production era. The idea that consumers will favor products that are highly available and highly affordable makes it clear that the organization should therefore focus on improving production and distribution efficiency. “If we can make it, it will sell” is management thinking characteristic of the production era.

③ Sales era: a time when a company emphasizes selling because of increased competition. By about 1930, most companies in the industrialized Western nations had more production capability than ever before. Now the problem wasn't just to produce—but to beat the competition and win customers. This led many firms to enter the sales era.

④ Marketing department era: a time when all marketing activities are brought under the control of one department to improve short-run policy planning and to try to integrate the firm's activities. By 1950, sales were growing rapidly in most areas of the economy.

⑤ Marketing company era: a time when marketing people develop long-range plans and the whole company effort is guided by the marketing concept. In this era the core concept holds that marketing strategy should deliver value to customers in a way that maintains or improves both the consumer's and society's well being.

### What Is Marketing Concept

Before defining the marketing concept, we should make a comparison between two kinds

of opinion. With production orientation, a company makes whatever products that are easy to produce and then tries to sell them. They think of customers existing to buy the firm's output rather than of firms existing to serve customers and—more broadly—the needs of society. Marketing orientation means (that) instead of just trying to get customers to buy what the firm has produced, a marketing-oriented firm tries to offer customers what they need.

The marketing concept means that an organization aims all its efforts at satisfying its customers—at a profit. Obviously the marketing orientation means carrying out the marketing concept.

**Table 1.1**                      **Differences between the Marketing Orientation and the Production Orientation**

Topic	Marketing Orientation	Production Orientation
Attitude	Emphasis is on customers' want. Customer needs determine company plans.	Customers should be glad we exist, trying to cut costs and bringing out better products.
Product offering	Company first determines what the customers want and then the firm figures out how to profitably make and deliver a product to satisfy those wants.	Company first makes the product and then figures out how to sell it profitably. Company sells what it can make.
Marketing research	To find out customer needs and try to satisfy them.	To determine customer reaction, if used at all.
Interest in innovation	Focus is on locating new opportunities.	Focus is on technology and cost cutting.
Customer service	Satisfy customers even after the sale.	An activity required to reduce consumer complaints.
Focus of advertising	To show how customer's needs been satisfied.	To show product features and how products are made.
Relationship with customer	"Satisfying the customer" leads to a profitable long-run relationship.	Relationship ends when a sale is made.

The marketing concept may seem obvious, but it is easy to maintain a production-oriented way of thinking. Producers of industrial commodities like steel, coal, and chemicals have tended to remain production oriented in part because buyers see little difference among competitors. Some industries with limited competition, including electric utilities and cable television providers, have also been slow to adopt the marketing concept. When an industry gets competitive, consumers have choices and flock to those that deliver customer satisfaction. This provides an incentive for more firms to practice the marketing concept.

### 1.3.2 Basic Ideas of the Marketing Concept

Three basic ideas are included in the definition of the marketing concept: ① customer satisfaction, ② a total company effort, and ③ profit.



Figure 1.5 The Marketing Concept

### 1.3.3 Customer Satisfaction Is the Core of the Three

Firms must satisfy customers, or the customers won't continue to "vote" for the firm's survival and success with their money. However, people don't always do the logical—especially when it means changing what they've done in the past. Production managers, in a typical company 50 years ago, thought mainly about getting out the product. Accountants were interested only in balancing the books. Financial people looked after the company's cash position. And salespeople were mainly concerned with getting orders for whatever product was in the warehouse. Each department thought of its own activity as the center of the business. Moreover, this is still true in many companies today.

### 1.3.4 Working Together as a Team

Every department in one company may directly or indirectly impact customer satisfaction. But some managers tend to build "fences" around their own departments. There may be meetings to try to get them to work together—but they come and go from the meetings, worrying only about protecting their own turf. The fences come down in an organization that has accepted the marketing concept. There may still be departments because specialization often makes sense. But the total system's effort is guided by what customers want—instead of what each department would like to do. The marketing concept provides a guiding focus that all departments adopt. It should be a philosophy of the whole organization, not just an idea that applies to the marketing department.

### 1.3.5 To Achieve Profit Is the Ultimate Goal

Firms must satisfy customers. But keep in mind that it may cost more to satisfy some needs than any customers are willing to pay. Or it may be much more costly to try to attract new customers than it is to build a strong relationship with existing customers. So profit is the bottom-line measure of the firm's success and ability to survive. It is the balancing point that helps the firm determine what needs it will try to satisfy with its total effort.

## 1.4 Customer Value

A manager who adopts the marketing concept sees customer satisfaction as the path to