



Marketing

Concepts and Strategies

2000e

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Printed in the U.S.A.

Library of Congress Catalog Card Number: 99-071914

Student Edition ISBN: 0-395-97483-6

Library Edition ISBN: 0-395-97484-4

23456789-VH-03 02 01 00 99

Marketing

Preface

As we enter the new millenium, Marketing 2000e has been designed to meet your needs as well as those of your students.

The way we teach the principles of marketing has to move and change just as marketing practices evolve in the real world. As it has in previous editions, *Marketing 2000e* keeps pace with the changes, providing new marketing knowledge, an integrated approach to using Internet resources, and vivid real-world examples.

A marketing textbook has to stay up-to-date—and even anticipate future change. We have completely revised this edition of *Marketing: Concepts and Strategies* to reflect the latest developments about the changes reshaping the development and implementation of marketing strategies. To put students in touch with the best marketing practices being used today, we have used a comprehensive framework that reflects the realities of marketing and links them to the changes in marketing knowledge.

But in this digital age in which new technologies seem to become obsolescent overnight, how does a textbook stay relevant? By exploiting the best of all the resources available to us to express the exciting challenge of marketing in the twenty-first century, and doing it in an engaging, readable way that connects to students.

Along with the challenges the Internet has brought for marketers, it has also allowed us to expand the discussion and learning opportunities beyond the traditional textbook. In today's time-pressured classroom, combining the text with a tightly integrated virtual extension of the teaching and learning material on the Internet is the best way to communicate and connect with the student. It is also an invaluable combination for helping students prepare to compete in a world where most businesses will have a virtual component. The online Pride/Ferrell Learning Center provides all the resources instructors and students need to maximize learning.

We have also been careful to retain the strengths that have made this the most successful introductory marketing text in the United States and throughout the world. Primary among those strengths is a dedication to customer value and customer relationships—two crucial aspects of today's competitive environment. We continue to listen closely to the feedback of both students and instructors, in order to keep providing exceptional student value and the most complete, usable, and relevant teaching package available today.

New in 2000e

To stay on top of the fast-paced changes in the practice of marketing—and new developments in teaching and learning about it—we have added a number of new features to *Marketing 2000e*:

- *A new text chapter, "Marketing on the Internet," focusing on what students need to understand about the Internet and its applications.* This new chapter delivers a cutting-edge perspective on the virtual marketing revolution, showing students how marketers are using the Internet right now in their strategies, their relationships with customers, and their day-to-day work. We focus on the strategic aspects of using the Internet to target markets and develop marketing mixes, including the basic characteristics of electronic marketing, e-marketing strategy, and the legal and ethical issues unique to e-commerce. Throughout the discussion, we have been careful to avoid the use of complex, technical terminology. Building on the resounding success of the tenth edition's groundbreaking virtual chapter, the web site again includes a virtual chapter. The chapter provides the latest statistics and practices marketers are using in Internet marketing. It is completely revised and it will evolve along with new developments in this dynamic area.
- *Critical coverage of marketing orientation, value-driven marketing, and relationship marketing.* Customer value and customer relationships have never been more important,



and they have become crucial aspects of today's market-driven competitive environment. This edition provides increased coverage of these concepts starting with a strong foundation in Chapter 1 and then integrated throughout the text.

- *Strategic planning moved up front.* Newly revised, the strategic planning chapter has been moved to Chapter 2 to provide early and integrated coverage of the strategic planning process in marketing. Appendix C provides students with a sample marketing plan, and the online Pride/Ferrell Learning Center offers students downloadable marketing plan worksheets.
- *Greater emphasis on technology.* We have made extensive changes throughout the text to reflect the new uses of technology in marketing. Besides the Internet and online marketing, we also focus on the use of new technologies in marketing research—including database research, marketing decision support systems, single-source data, online information services, and e-mail surveys. Coverage of this important topic is highlighted by the marginal icon shown next to this paragraph.
- *Marketing citizenship as a part of strategic planning.* Marketing citizenship, defined as economic, legal, ethical, and philanthropic concerns in planning marketing strategies, has been integrated throughout the text in new Marketing Citizenship boxed features. Chapter 4, "Social Responsibility and Ethics in Marketing" has been reorganized using this framework, and many other chapters deal with specific legal or ethical issues.
- *Supply chain management as a framework for distribution.* We have integrated supply chain management into Part Four to provide a framework for distribution decisions. Wholesaling and physical distribution have been incorporated into one chapter to provide a seamless integration of these important parts of supply chain management. We have also linked retailing and marketing channels to supply chain management.
- *More logical organization within the product decisions chapters.* By significantly reorganizing the first two chapters in Part Three, we now cover the product life cycle and associated strategic issues in one chapter, and discuss product differentiation through product quality, design, and support services in the product development and management chapter.
- *Greater emphasis on integrated marketing communications.* A new section at the beginning of Chapter 17 focuses on integrated marketing communications. This section recognizes the importance of communicating efficiently within and outside the organization so that customers receive a consistent message.
- *More coverage of pricing strategies.* The Selection of a Pricing Strategy section in Chapter 21 now includes expanded coverage of differential pricing, negotiated pricing, secondary-market pricing, periodic discounting, random discounting, captive pricing, reference pricing, bundle pricing, everyday low prices (EDLP), and comparison discounting. The impact of new pricing practices on the Internet also receives new coverage.
- *Sequence change for target markets and customer behavior chapters.* Coverage of target markets and market segmentation has been moved so that these topics are covered before the buyer behavior chapters. While we believe that students can better grasp customer behavior after they have an understanding of market analysis and segmentation, these chapters can be covered in a different sequence.

Building on Established Strengths

Features of the Book

As with previous editions, we are providing a comprehensive and practical introduction to marketing that is both easy to teach and to learn. The entire text is structured to excite students about the subject and to help them learn completely and efficiently.

- An *organizational model* at the beginning of each part provides a “roadmap” of the text and a visual tool for understanding the connection between concepts.
- *Learning objectives* at the start of each chapter give students concrete expectations about what they are to learn as they read the chapter.
- An *opening vignette* about a particular organization or current market trend introduces the topic for each chapter. Vignettes in this edition include interesting anecdotes about the marketing issues surrounding a variety of products from diverse organizations such as Starbucks, Yahoo!, Barnes & Noble, Buy.com, Volkswagen, and McDonald's. Through these vignettes, students are exposed to contemporary marketing realities and are better prepared to understand and apply the concepts they will explore in the text.
- *Key term definitions* appear in the margin to help students build their marketing vocabulary.
- Numerous *figures, tables, photographs, advertisements*, and new *Snapshot* features increase comprehension and stimulate interest.
- Four types of *boxed features* reinforce students' awareness of the particular issues affecting marketing and the types of choices and decisions marketers must make.
 - The Tech*know boxes include discussions about the impact of technological advances on products and how they are marketed. Examples of topics are targeting tech buyers, clicking coupons instead of clipping them, differential pricing at online auctions, and data mining.
 - The Marking Citizenship boxes raise students' awareness of social responsibility and ethical issues and the types of ethical choices that marketers face every day. Some of the organizations on which we focus are Subway, eBay, and Sunbeam.
 - The Globalmarketing boxed features examine the challenges of marketing in widely diverse cultures for companies such as Avon, Columbia Sportswear, and Timberland.
 - The Building Customer Relationships boxes look at how organizations try to build long-term relationships with their customers. Examples include Great Harvest Bread Company, Radio Shack, and *More* magazine.
- A complete *chapter summary* reviews the major topics discussed, and the list of *important terms* provides another end-of-chapter study aid to reinforce students' marketing vocabulary.
- *Discussion and review questions* at the end of each chapter encourage further study and exploration of chapter content, and *application questions* enhance students' comprehension of important topics.
- An *Internet exercise* at the end of each chapter asks students to examine a web site and assess one or more strategic issues associated with the site. The *E-Center Resources* section points students to the various learning tools that are available on the text's web site, the Marketing Learning Center.
- Two in-depth *cases* at the end of each chapter help students understand the application of chapter concepts. One of the end-of-chapter cases is related to a video segment. Some examples of companies highlighted in video cases are Gulfstream, K'NEX Toys, Gillette, and Church's Chicken.
- A *strategic case* at the end of each part helps students integrate the diverse concepts that have been discussed within the related chapters.
- *Appendixes* discuss marketing career opportunities, explore financial analysis in marketing, and present a comprehensive example of a marketing plan.
- A comprehensive *glossary* defines more than 625 important marketing terms.
- A *name index* and a *subject index* enable students to find topics of interest quickly.

Text Organization

We have organized the seven parts of *Marketing 2000e* to give students a theoretical and practical understanding of marketing decision making. Part 1 presents an overview of marketing and examines strategic market planning, marketing environment forces, social responsibility and ethics, and international marketing. Part 2 considers information systems and marketing research, target market analysis, and consumer and organizational buying behavior. Part 3 focuses on the conceptualization, development, management, and branding and packaging of goods and services. Part 4 deals with marketing channels and supply chain management, wholesaling and physical distribution, and retailing. Part 5 covers integrated marketing communications and promotion methods including advertising, personal selling, sales promotion, and public relations. Part 6 is devoted to pricing decisions. Part 7 discusses implementation and control, e-commerce, and marketing and the Internet.

A Comprehensive Instructional Resource Package

For instructors, this edition of *Marketing 2000e* includes an exceptionally comprehensive package of teaching materials.

- *Instructor's Resource Manual*. Written by the text's authors, the *Instructor's Resource Manual* includes a complete set of teaching tools. For each chapter of the text, there is (1) a teaching resources quick reference guide, (2) a purpose and perspective statement, (3) a guide for using the transparencies, (4) a comprehensive lecture outline, (5) special class exercises, (6) a debate issue, (7) a chapter quiz, (8) answers to discussion and review questions, (9) comments on the end-of-chapter cases, and (10) video information. In addition, the *Instructor's Resource Manual* includes comments on the end-of-part strategic cases and answers to the questions posed at the end of Appendix B, "Financial Analysis in Marketing."
- *Instructor's Web Site*. This continually updated, password-protected site includes valuable tools to help instructors design and teach the course. Contents include sample syllabi, downloadable text files from the *Instructor's Resource Manual* and PowerPoint® slides, and suggested answers to questions posed on the student web site.
- *Power Presentation Manager CD-ROM*. This new software package provides all the tools instructors need to create customized multimedia lecture presentations for display on computer-based projection systems. The software makes available lecture outlines from the *Instructor's Resource Manual*, figures and tables from the text and transparencies, the PowerPoint slides, and a link to the web. Instructors can quickly and easily select from and integrate all of these components, create and add their own images, and prepare a seamless customized classroom presentation.
- *PowerPoint® Slide Presentations*. For each chapter, over twenty-five slides related to the learning objectives have been specially developed for this edition. The slides, created by Milton Pressley of the University of New Orleans, are original representations of the concepts in the book, providing a complete lecture for each chapter. In addition, embedded within the slides are lecture notes that instructors can use or adapt as they wish. These slides, along with a PowerPoint® reader, are available on the web site.
- *Test Bank*. Written and class-tested by the text's authors, the *Test Bank* provides more than three thousand test items including true/false, multiple-choice, and essay questions. Each objective test item is accompanied by the correct answer, a main text page reference, and a key to whether the question tests knowledge, comprehension, or application. The *Test Bank* also provides difficulty and discrimination ratings derived from actual class testing for some of the multiple-choice questions. Lists of author-selected questions that facilitate quick construction of tests or quizzes appear

in an appendix. These selected multiple-choice questions are representative of chapter content.

- *Computerized Test Bank.* This computerized version of the *Test Bank* allows instructors to select, edit, and add questions, or generate randomly selected questions to produce a test master for easy duplication. An Online Testing System and Gradebook function allows instructors to administer tests via a network system, modem, or personal computer, and sets up a new class, records grades from tests or assignments, analyzes grades, and produces class and individual statistics. This program is available for use on IBM, IBM-compatible, and Macintosh computers.
- *Call-in Test Service.* This service lets instructors select items from the *Test Bank* and call our toll-free number to order printed tests.
- *Color Transparencies.* A set of 250 color transparencies offers the instructor visual teaching assistance. About half of these are illustrations from the text; the rest are figures, tables, and diagrams that can be used as additional instructional aids.
- *Marketing Videos.* This series contains the videos for use with the end-of-chapter video cases. The *Instructor's Resource Manual* provides specific information about each video segment.

A Complete Package of Student Supplements

The complete package available with *Marketing: Concepts and Strategies* includes numerous support materials that facilitate student learning.

- *Pride/Ferrell Marketing Learning Center.* Our student web site at <http://www.prideferrell.com> contains the following:
 - *Chapter 24, "Electronic Marketing"* This chapter follows up on the new text chapter by exploring the world of online marketing and will be updated as needed to incorporate the latest developments.
 - *Internet exercises.* Including both the text exercises, updated as necessary, and additional exercises, these reinforce chapter concepts by guiding students through specific web sites and asking them to assess the online information from a marketing perspective.
 - *ACE online self-tests.* Written by the text authors, these questions allow students to practice taking tests and get immediate scoring results. For those students who wish to take computerized self-tests but do not have convenient access to the web, *PCStudy* can be downloaded and used on a PC.
 - *E-Center Resources.* This comprehensive list, which will be continually updated, provides links to numerous authoritative marketing information resources, categorized in a way that makes them accessible and helpful to both students and instructors.
 - *Company links.* Hot links to companies featured in the text are provided so that students can further their research and understanding of the marketing practices of these companies.
 - *Online glossary and chapter summary.* These sections help students review key concepts and definitions.
 - *Marketing Plan worksheets.* These worksheets take students step by step through the process of creating their own marketing plans. Along with the text discussion and sample marketing plan, this project helps students apply their knowledge of marketing theories.
 - *Career Center.* Downloadable Personal Career Plan Worksheets and links to various marketing careers web sites will help students explore their options and plan their job searches.

- *Study Guide*. Written by the text's authors, this printed supplement helps students to review and integrate key marketing concepts. The *Study Guide* contains questions different from those in the online study aids and includes chapter outlines as well as matching, true/false, multiple-choice, and minicase sample test items with answers.

Additional Supplements for Marketing Courses

For those instructors who like to supplement their courses with additional readings or activities, we have these offerings:

- *Marketer: A Simulation* (3d. ed.), by Jerry Smith and Peggy Golden, Florida Atlantic University. This business game lets teams of students experience simulated real-world experience in decision making, enabling them to see the relevance of the principles being taught in the course. The game is simple enough to learn in about an hour and yet includes all of the variables a student needs to know to understand the major concepts of the marketing process. The decisions each team must make relate to the price of the product, marketing budgets, ordering levels, quality and product development budgets, and market research. A unique feature of *Marketer: A Simulation* is the inclusion of optional minicase "incidents." Student decisions are recorded on Decision Forms and can be quickly analyzed and evaluated on a personal computer by the instructor. The instructor needs no heavy-duty computer knowledge to administer the game.
- *Perspectives: Marketing Tactics*, edited by David Snepenger, Montana State University. The contemporary articles presented in this collection help enliven class discussion and serve as concrete examples of real-world business practices. The topics covered are the same ones found in *Marketing: Concepts and Strategies*, making it easy to integrate these readings into your course.
- *Perspectives: Marketing on the Internet*, edited by A. Cemal Ekin, Providence College. The more than forty articles included in this reader focus on this burgeoning field. A Passport to the courselinks web site provides students an opportunity to explore additional learning resources that relate to web marketing.

Your Comments and Suggestions Are Valued

Through the years, professors and students have sent us many helpful suggestions for improving the text and ancillary components. We invite your comments, questions, and criticisms. We want to do our best to provide materials that enhance the teaching and learning of marketing concepts and strategies. Your suggestions will be sincerely appreciated. Please write us, or e-mail us at w_pride@tamu.edu or oferrell@lamar.colostate.edu, or call 409-845-5857 (Pride) or 970-491-4398 (Ferrell). You can also send a feedback message through the web site at <http://www.prideferrell.com>.

Acknowledgments

Like most textbooks, this one reflects the ideas of many academicians and practitioners who have contributed to the development of the marketing discipline. We appreciate the opportunity to present their ideas in this book.

A special faculty advisory board assisted us in making decisions both large and small throughout the entire development process of the text and the instructional package. For being "on call" and available to answer questions and make valuable suggestions, we are grateful to those who participated:

Bob Berl
University of Memphis

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A number of individuals have made helpful comments and recommendations in their reviews of this and earlier editions. We appreciate the generous help of these reviewers:

Zafar U. Ahmed
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Thomas Ainscough
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Carolyn F. Siegel <i>Eastern Kentucky University</i>	Tinus Van Drunen <i>Universiteit Twente (Netherlands)</i>
Dean C. Siewers <i>Rochester Institute of Technology</i>	Dale Varble <i>Indiana State University</i>
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We deeply appreciate the assistance of Barbara Gilmer, Pam Swartz, and Marian Wood for providing editorial suggestions, technical assistance, and support. Gwyneth M. Vaughn assisted in research, editing, and content development for the text, supplements, and the Pride/Ferrell Marketing Learning Center. For assistance in completing numerous tasks associated with the text and supplements, we express appreciation to Carol A. Rustad-LaCasse, Adele Lewis, Kay Colley, Tonia Goddard, Mike Cummings, Nina DeRouen, Kathryn O'Connor, and Clarissa Sims.

We especially want to thank Linda Ferrell, University of Northern Colorado, who participated in all aspects of content and supplement development. Daniel Sherrell, University of Memphis, developed the framework used in Chapter 23. We especially appreciate his work in developing the six major characteristics of marketing on the Internet. Michael Hartline, Samford University, helped in the development of the marketing plan outline and the sample marketing plan in Appendix C as well as the career worksheets on the web site. Debbie Thorne LeClair, Mississippi State University, provided assistance with marketing citizenship content and boxes.

We appreciate Milton Pressley, the University of New Orleans, for developing the PowerPoint slide presentations. We also wish to thank Kirk Wakefield, University of Mississippi, for developing the class exercises included in the *Instructor's Resource Manual*. We especially thank Jim L. Grimm, Illinois State University, for drafting the financial analysis appendix.

We express appreciation for the support and encouragement given to us by our colleagues at Texas A&M University and Colorado State University. We are also grateful for the comments and suggestions we receive from our own students, student focus groups, and student correspondents who provide ongoing feedback through the web site.

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Marketing