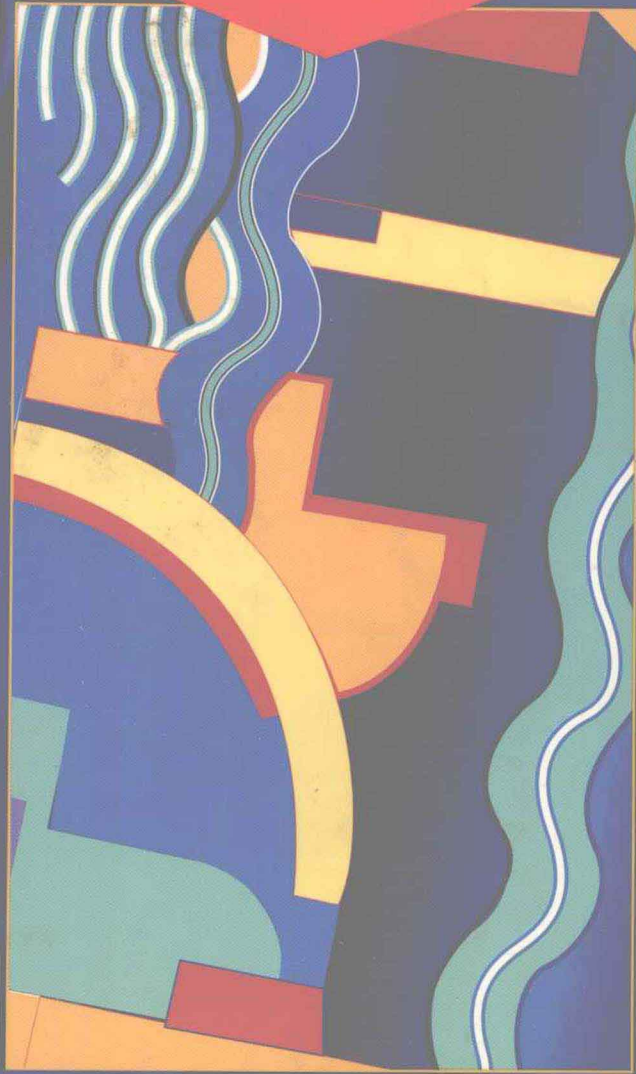


# APPLIED MARKETING



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# Preface



keep six honest serving men,  
(they taught me all I knew);  
their names are What and Why and When  
and How and Where and Who

Rudyard Kipling

*Applied Marketing* is student friendly. This textbook was created to present the basic concepts and terminology of the marketing field in a readable, understandable format. Students generally want to learn, and the mission of education is to provide the tools, methods and motivation so that learning happens. Extensive classroom testing has shown that students enjoy reading *Applied Marketing*.

The concepts and principles in this textbook are stated simply and clearly, with examples of “real-world” products, companies and situations that help in the learning process. These examples are both current and appropriate, creating the freshest text on this subject on the market. The pedagogical materials are purposely designed to be attractive and interesting, and the **Marketers At Work** boxes have been especially well received. These inserts feature former students who are now working in the field of marketing and provide the career orientation that is setting new paradigms.

*Applied Marketing* recognizes the importance of services, ethics and global marketing. These special topics are woven throughout the text. Descriptions and examples of intangibles are included frequently. Discussions of marketing ethics can be found in each chapter under the boxed headings **Marketing and Society**. Ethics issues are also handled in the management areas of each chapter where appropriate. **Global Marketing** vignettes also appear in each chapter. This pertinent subject is further covered in great detail in chapter 18.

The table of contents in *Applied Marketing* reflects the book's student friendly approach. Marketing management is explained early in this textbook, and most chapters contain management components relating specifically to that material. The planning function is dealt with in chapter 3, and appropriately, **Marketing in Practice: Components of the marketing plan** immediately follows. The chapters on the elements of the marketing mix (product, price, distribution and promotion) are laid out in logical order. Products are developed and priced before being distributed and promoted. Marketers do not operate in a vacuum, but work closely with other parts of the business venture. Accounting functions are of particular interest because they provide the information required to measure the results of the marketing effort. **Marketing in Practice: Accounting for marketing decisions**, is located within the text after the chapters on pricing (10 and 11). This discussion helps students better to understand pricing and its relationship to financial statements. *Applied Marketing* devotes a portion of the final chapter to look at what the future holds for marketers and students. This section focuses on areas of potential growth in the field of marketing. Immediately following is **Marketing in Practice: Careers in Marketing and Job Search Tips**.

The chapters in *Applied Marketing* are presented in a question/answer format. Chapter subheadings are in the form of questions; the following text supplies the answers. Material in the text that relates to the specific question is highlighted to supply the reader with the immediate reference to concepts and terms. In addition, these important definitions appear in the margins for quick referral. Explanation of the terminology and concepts is clear, and relevant examples, chosen from the world of business, clarify the terms and ideas.

Each chapter begins with **The Job to be Done**, which asks the major questions raised in the text that follows. Students are urged to look for the answers that form the backbone of the material found in that chapter. A complete, end of the chapter summary, labeled **Summing it Up** reviews the answers to the opening questions. **Key Concepts and Terms** are presented at the end of each chapter, along with discussion questions under the heading **Building Skills**. Practical application of text material is supplied through the inclusion of case studies. These cases, created from recent events in the business community, include questions to help stimulate further discussion.

*Applied Marketing* provides the potential to explore and expand. The currentness of the chapter material and cases provides an atmosphere that stimulates student thought and classroom discussion. By giving the student room to search and examine, this text becomes the helpmate of professors without binding them to rigid models. Students are the ultimate consumers of textbooks. *Applied Marketing* provides this audience with a comprehensive yet comfortable presentation of the basics of marketing. This text strives to make the task of learning easier for the student and the job of teaching more pleasant for the professor.

---

## **A**cknowledgments

Many people contributed to the “final product” that has become *Applied Marketing*. The helpful and cooperative reviewers, whose schools are listed below, cannot be overlooked. In the textbook industry one also gives deserved credit to the experienced, knowledgeable, and professional editors that lend so much to the development of such a project. Without this expertise, no college text would get off the ground.

This work is a little different from most because it is student friendly. Students not only modeled its creation, but played a major role in its development. The current edition was classroom tested by literally thousands of students across the country. These were the ultimate reviewers, and the finished goods that you are now holding in your hands is largely the result of their input and critiques. While these students may be nameless in this acknowledgment, they will always be recognized and appreciated.

Thank you from the author and the editor to the instructors at these institutions for their insight and commentary: Essex County College; Appalachian State University; Arizona State University; Midland Lutheran College; Tulsa Junior College; Mohawk Valley Community College; Southwest Texas State University; Mountain View College; Clark State Community College; and Shasta College.

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## **S**upplemental Material

The entire program for this course includes elements for enhancing lectures and encouraging self-assessment. Options include an Instructor’s Manual complete with test questions options, transparency masters, guided exercises, lecture notes, and a guide for collaborative projects where students assess their own work. ABC News Video clips from the Wall Street Journal Report present current ethical and social marketing issues in the real world. Prentice Hall Custom Test provides an electronic testing service.

Other options for classroom enhancements can be accessed through On-line College through America-on-Line or from the JWA video catalog. America-on-Line and Prentice Hall offer instructor training and student chat sessions on a variety of topics. JWA offers corporate training videos across diverse skills areas. JWA videos are adaptable to any classroom environment.



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# Marketing, The Marketing Concept, and The Marketing Mix

## **T**he Job to be Done

There is no mystery to marketing. One does not need a great deal of education to be a successful marketer. A creative mind and a good dose of common sense helps. The willingness to help people and firms satisfy their needs is what marketing is all about. This opening chapter gives you the tools to:

- understand what marketing is, how the exchange process operates, and the ways that marketing affects our lives,
- explain how form, time, place and possession utility help satisfy needs and wants,
- describe the ways that marketing has evolved,
- define the marketing concept and the elements of the marketing mix, and
- identify the functions of marketers and the people and firms that carry them out.