

Advanced Product and Brand Management



DEFINING



Social Process

Organizational Function

Marketing – Social process

Marketing is a social process by which
individuals and groups
obtain *what they need and want*
through *creating offering(s)*, and
freely **exchanging** products and services of **value** with others
- Kotler et al. (2013)

Value

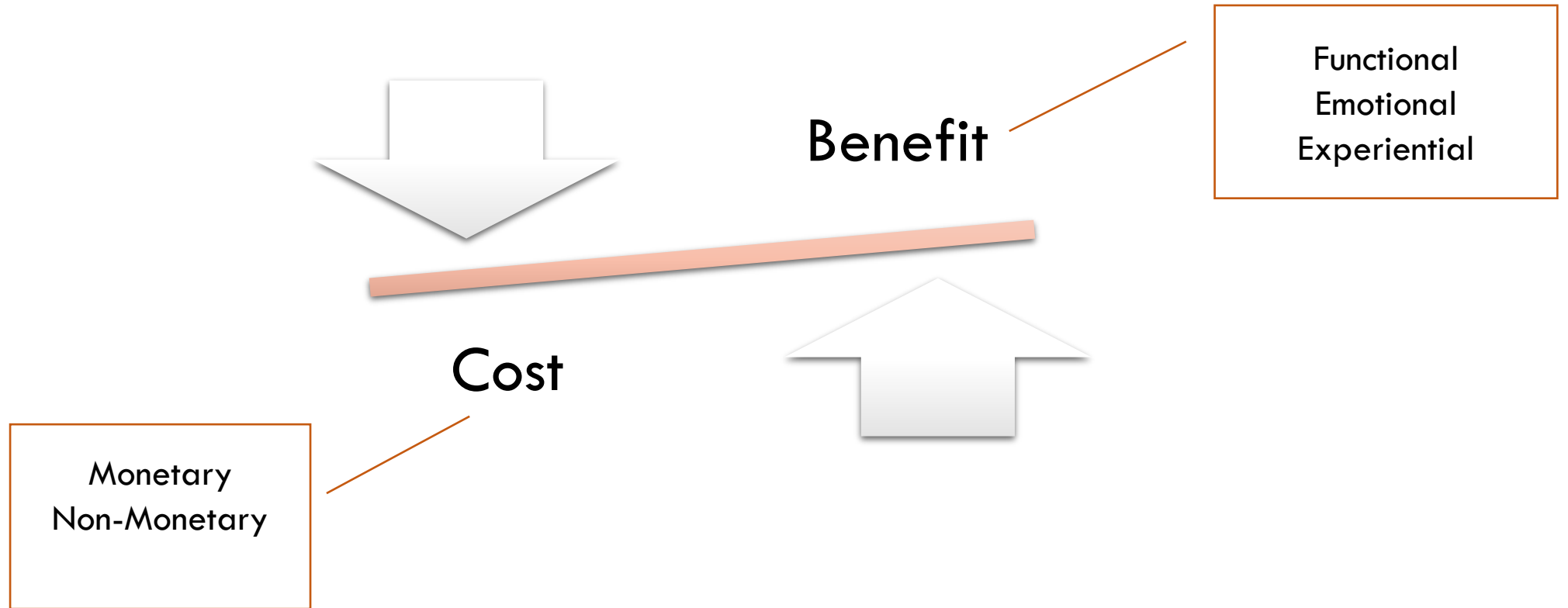
- Value is the **Cost-Benefit trade-off**

“what individuals get” versus “what they have to give”

- For Facilitating Commercial Transactions

- For Improving Satisfaction → Customer Loyalty → Retention → Engagement

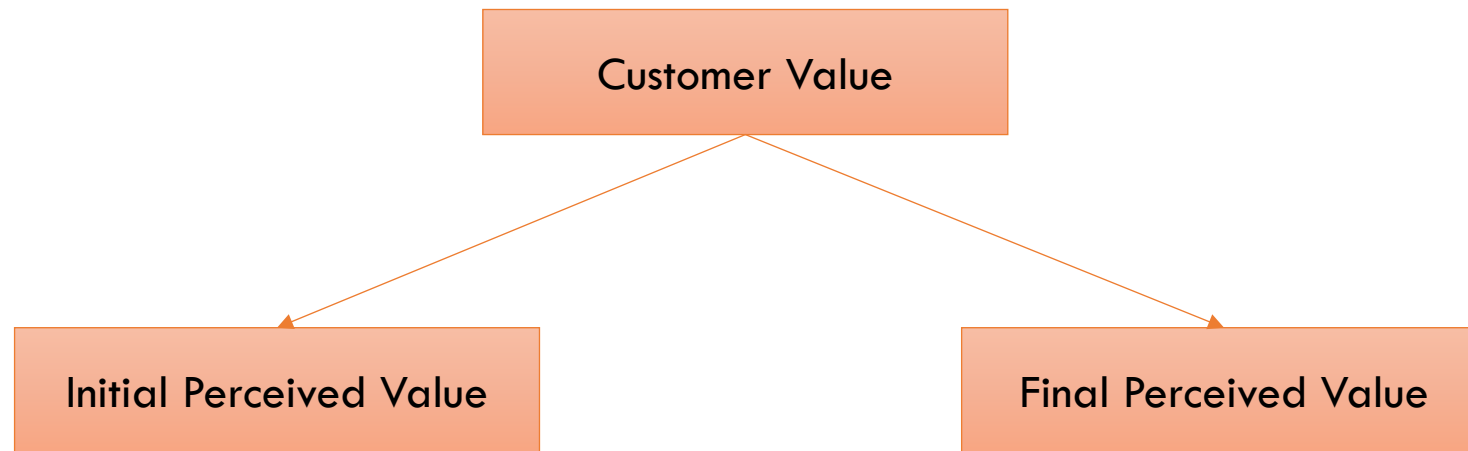
Value



Perceived Value

- Customer perceived value revolves around the customer's belief that a product or service **has the ability** to meet their needs or expectations.
- It's not just about the price tag
- Also how the consumer feels about the overall value based on their experiences, expectations, and the perceived benefits they receive
- Perception in the mind of the consumer
- $\text{Expected Benefit} - \text{Perceived Cost} = \text{Perceived Value}$

Perceived Value



Perceived Value

- Customer makes an assessment of the final situation
- Knows: total **cost** he/she has incurred and the total **benefits** he/she has received

$$\text{Final Perceived Value} = \text{Total Benefits} - \text{Total Costs}$$

Value is relative!



DEFINING



Social Process

Organizational Function

Marketing – Organizational Process

Marketing is the **activity, set of institutions, and processes** for **creating, communicating, delivering, and exchanging offerings**

that have

value

for **customers, clients, partners, and society at large**

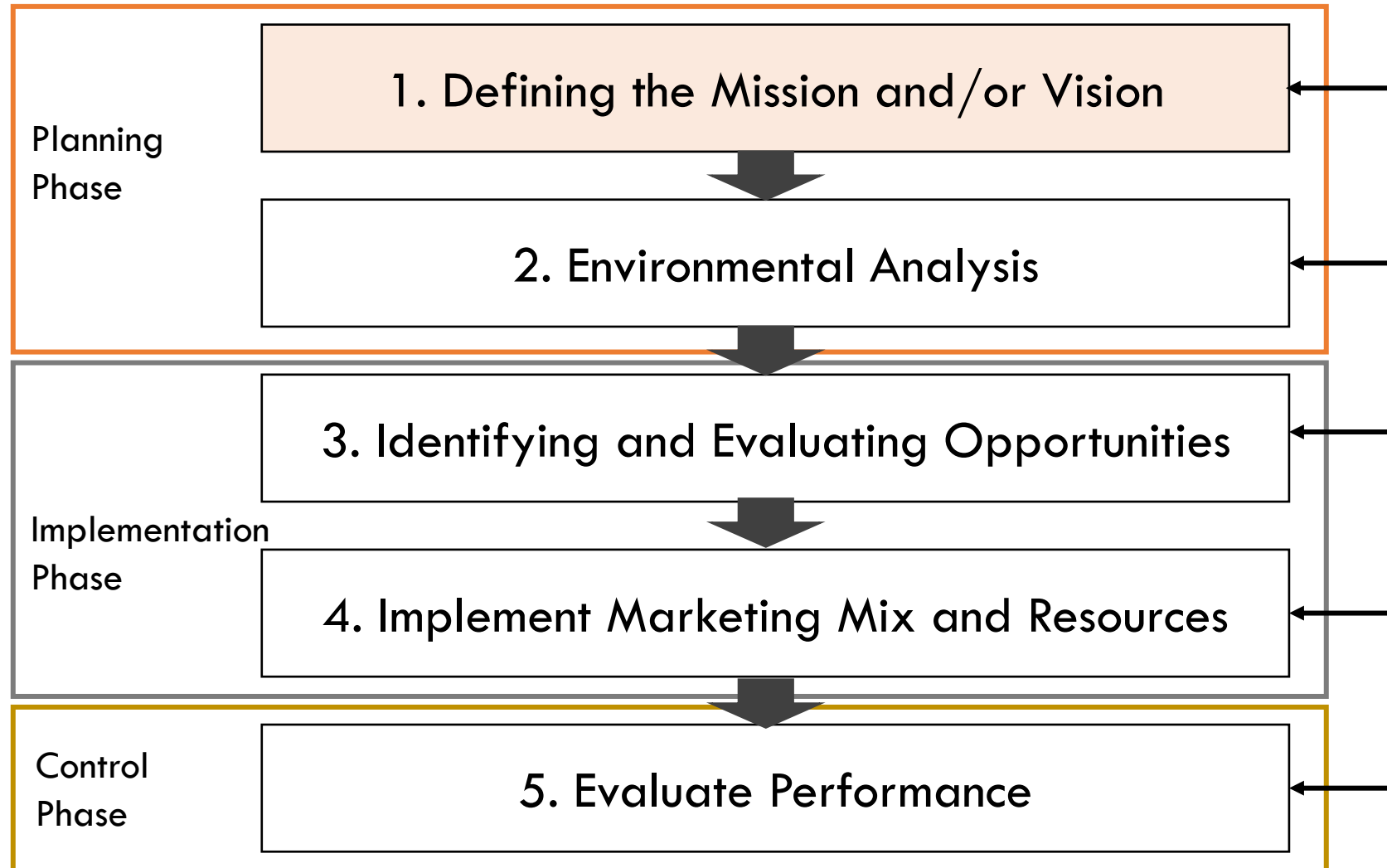
- American Marketing Association (2017)



MARKETING PLANNING AND MANAGEMENT



Marketing Planning Process



1. Defining the Mission and/or Vision

- A broad description of a firm's objectives and scope of activities it plans to undertake
- To define corporate mission, the company must address the following questions (Peter Drucker)

What is our business?

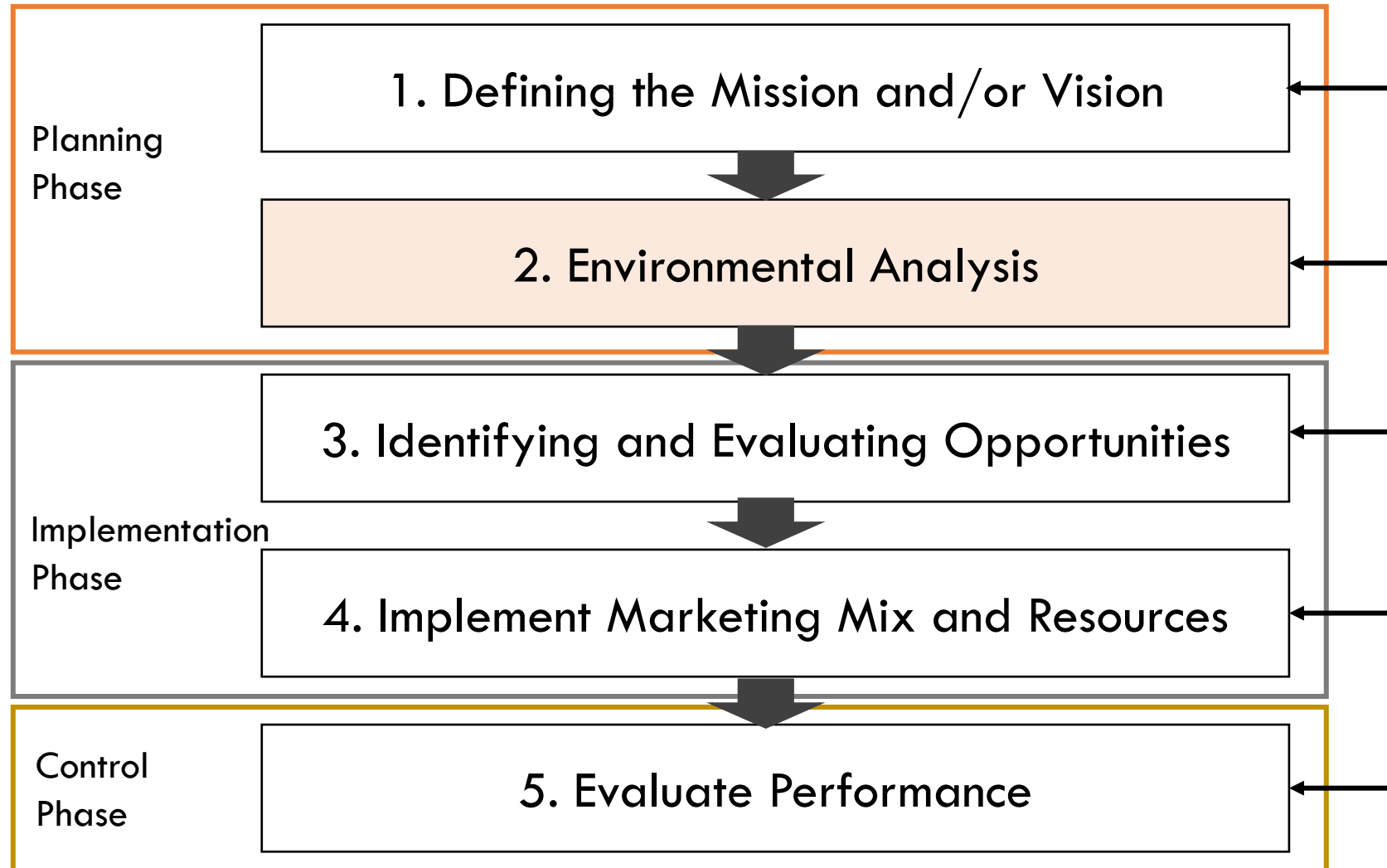
Who is our customer?

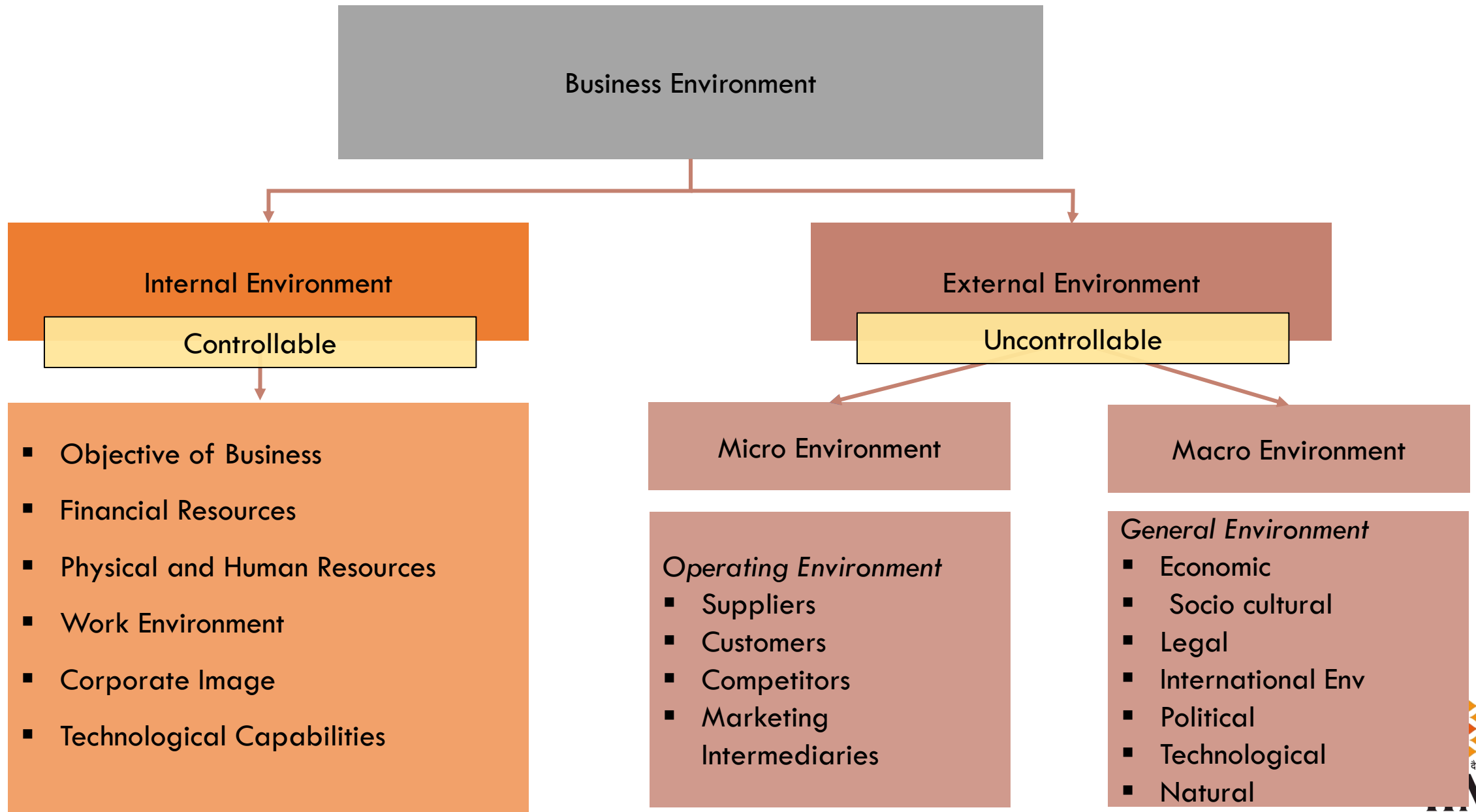
What is of value to our customer?

What will our business be?

What should our business be?

Marketing Planning Process





2. Environmental Analysis

- SWOT Analysis - Overall evaluation of company's strength, weaknesses, opportunities and threats

Strengths

Weakness

Opportunities

Threats

Capabilities that enable the organization to perform well

Characteristics that prohibit the organization to performing well and needs to be addressed

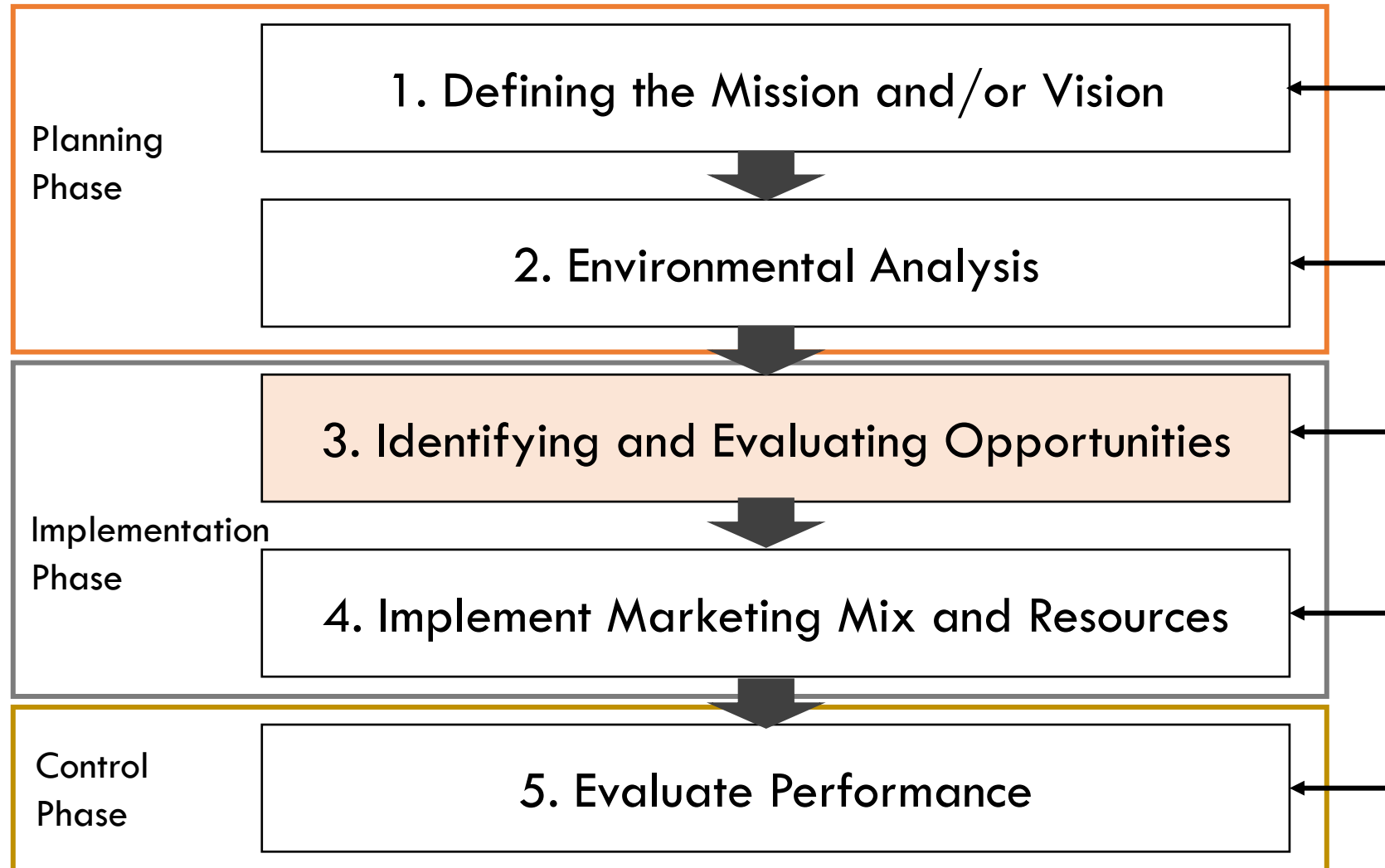
Trends/events/ideas to be capitalized by the organization

Possible events outside control that the organization needs to plan to mitigate

(Internal Environment)

(External Environment)

Marketing Planning Process



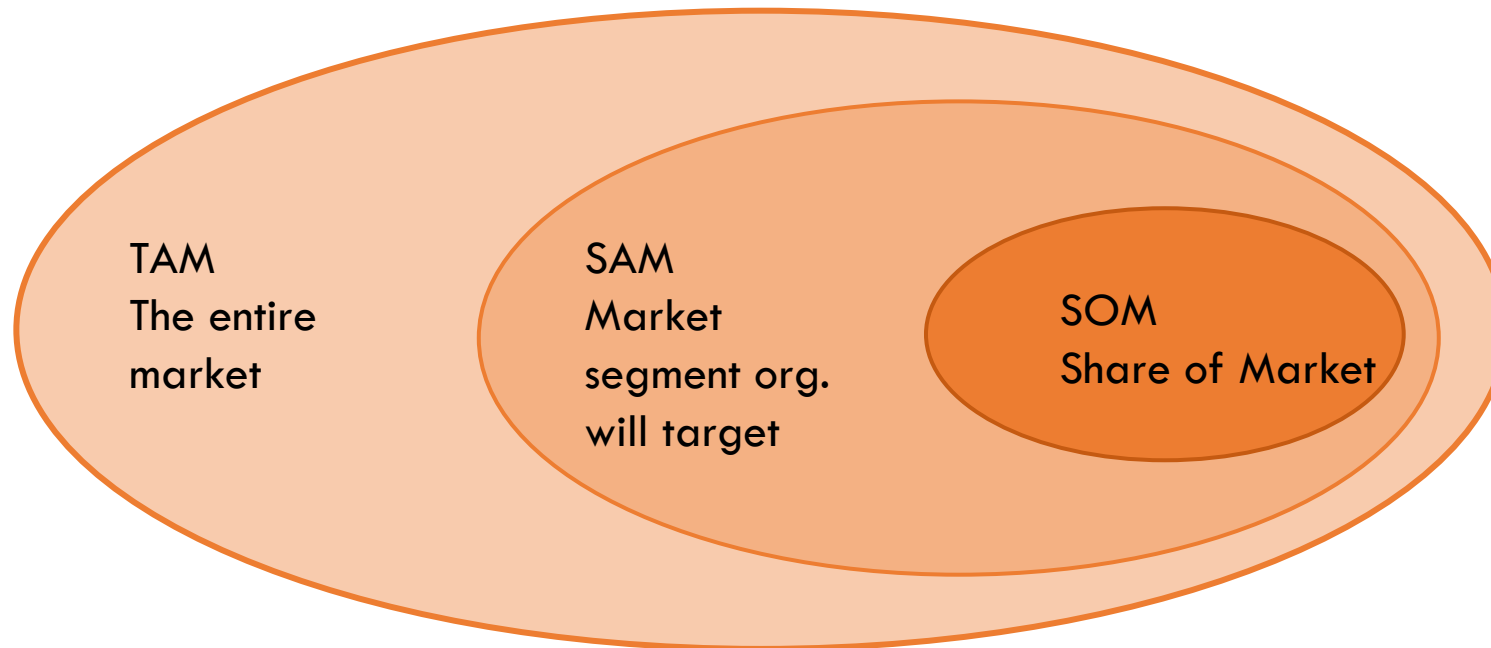
3. Identifying and Evaluating Opportunities

Market Segment: Group of customers who share a similar set of needs

Target Market: The segment which a marketer decides to cater to (*as a marketer can rarely satisfy everyone*)

3. Identifying and Evaluating Opportunities

- Market Sizing is the process of estimating the potential market demand for a product or service. It involves three key components:



- Market sizing helps businesses evaluate opportunities, set realistic goals, and allocate resources effectively

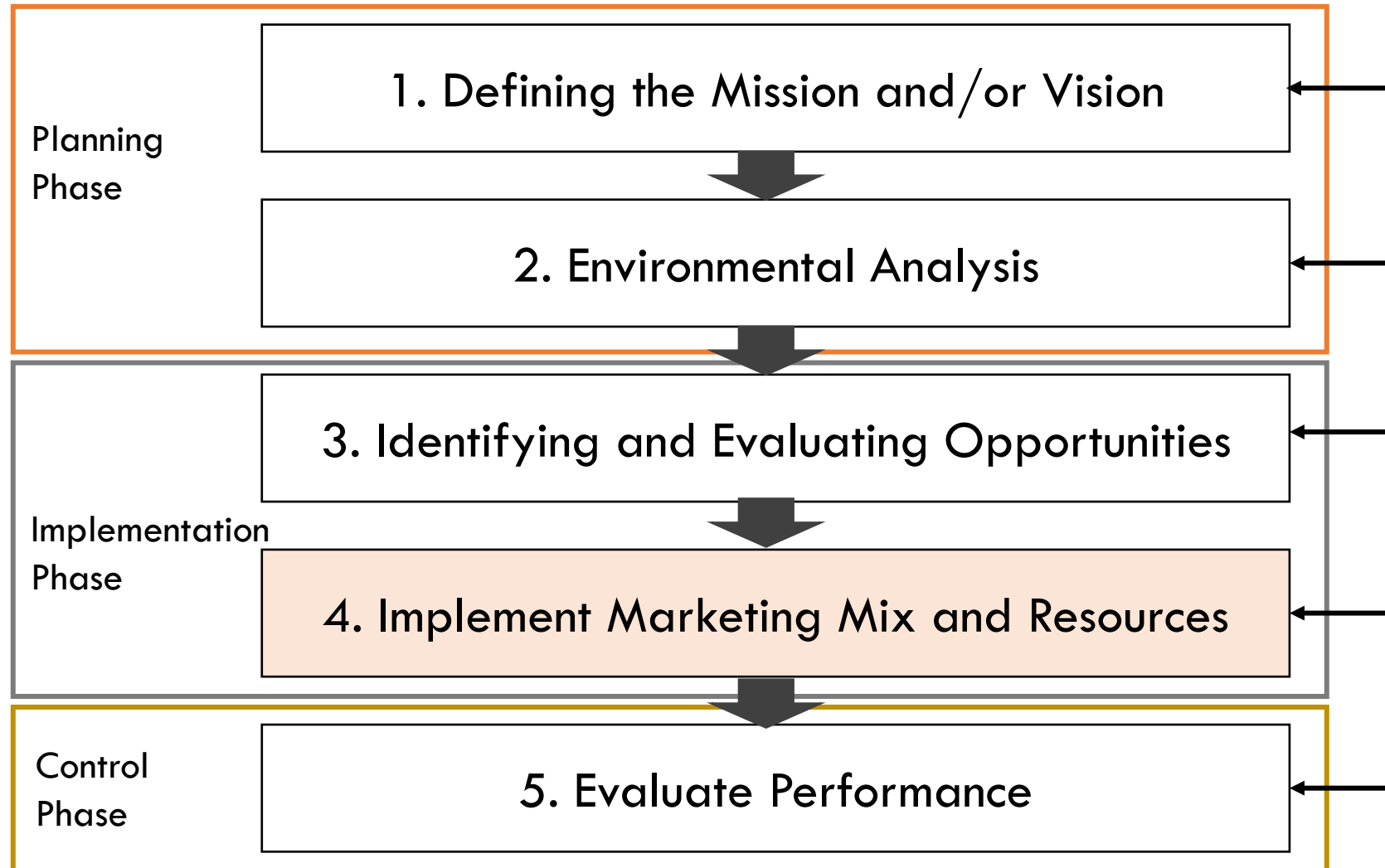
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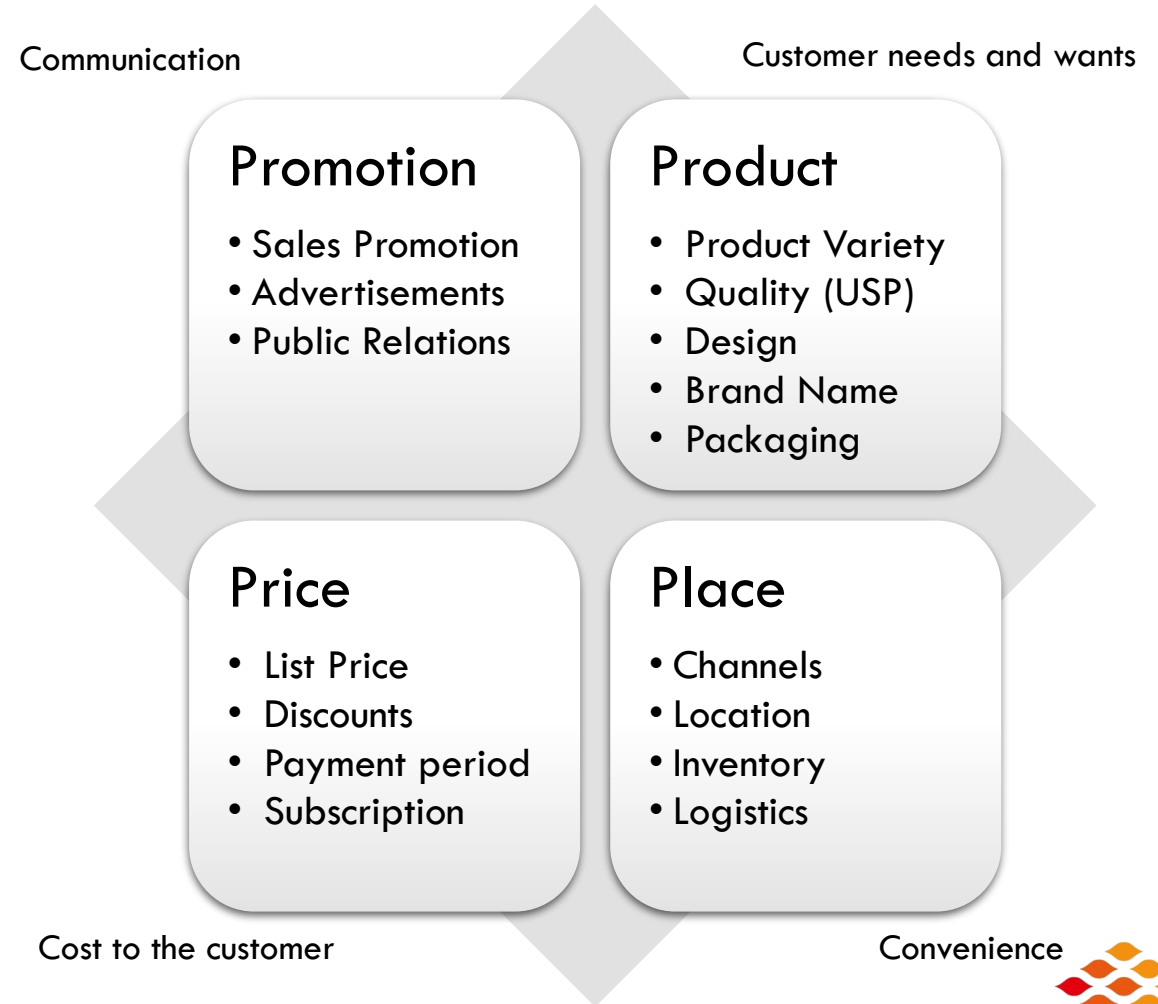
Product Positioning: Act of designing a company's offering and image to occupy a distinctive place in the minds of the consumers

Marketing Planning Process



4. Marketing Mix

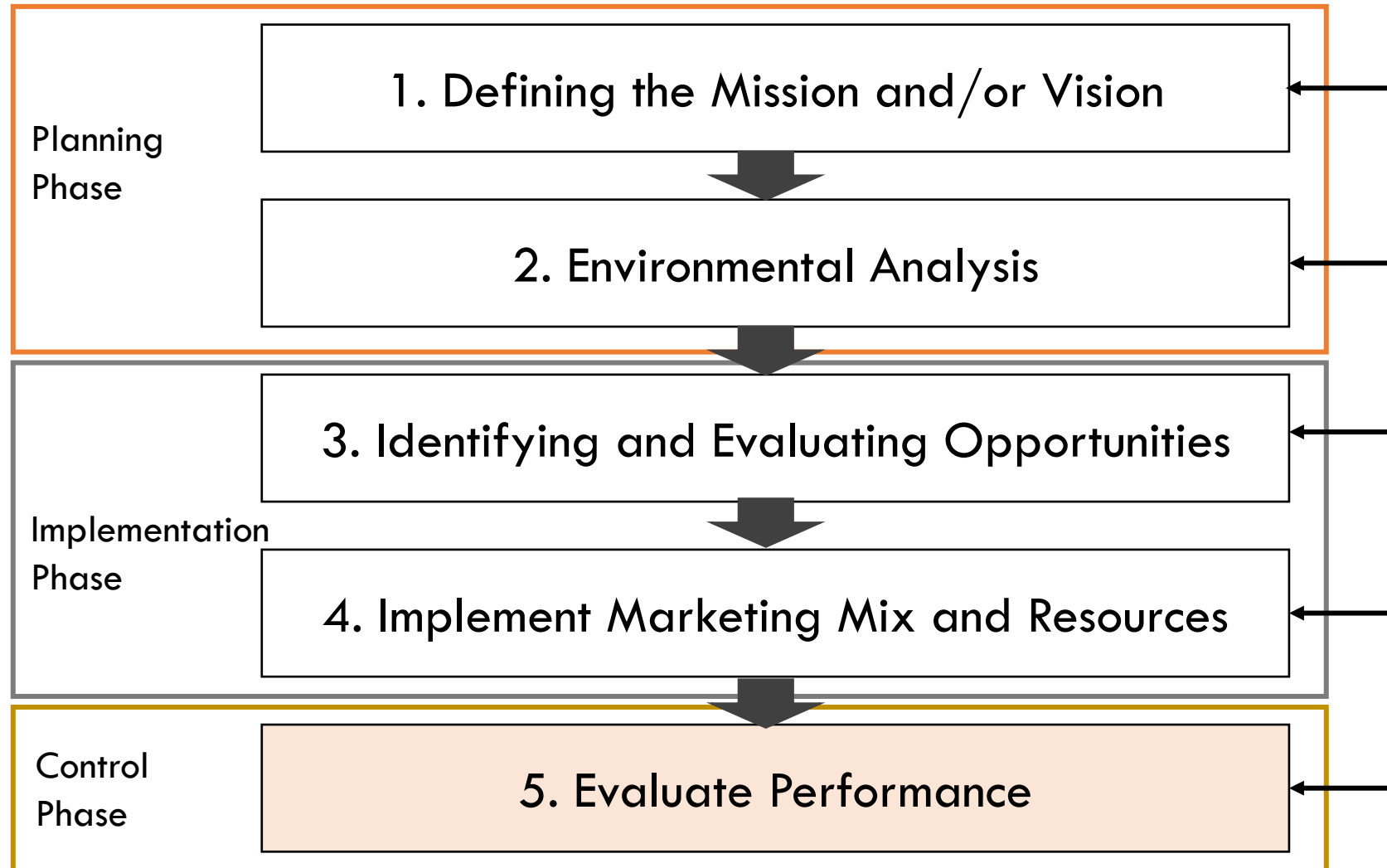
- The marketing mix is the set of marketing tools the firm uses to pursue its marketing objectives in the target market
- McCarthy has classified these tools into four broad groups as 4Ps of marketing: **product, price, place, and promotion**
- It aims to create and execute a successful marketing strategy



- People (in service delivery)
- Process – Procedures, Mechanisms
- Physical evidence – Environment of the service



Marketing Planning Process



5. Evaluate Performance

- **Evaluate performance**
- Use benchmarks to track progress
- (e.g. – *measure brand awareness, brand recall, sales, repeat purchase etc.*)

- **Monitor the environment**
- Were the results due to economic or competitive factors?
- Take corrective actions as necessary