

Partea I

In ce constă managementul marketingului?

Capitolul 1

Rolul esențial al marketingului în cadrul organizațiilor și al societății

- 29 – marketingul cuprinde toate activitățile prin care o firmă se adaptează într-un mod creativ și profitabil la mediul în care operează (Ray Corey)
- Marketing is the process of getting customers to buy a firm's products. This involves making arrangements for distribution and advertising current products. It also covers market research to discover likely reaction to potential new products, and whether possible modification to existing products would improve their appeal. In the long run no amount of marketing skill can sell customers do not like, but poor marketing can make a product fail even though might have liked it. (Oxford Dictionary of Economic by John Black)
- 37 – miopie de marketing = concentrare asupra produsului în detrimentul consumatorului
- 43 – managementul marketingului = procesul de planificare și punere în practică a concepției, stabilirii prețului, promovării și distribuirii unor bunuri și servicii, idei destinate schimburilor cu anumite grupuri care să satisfacă clientela și obiectivele organizației (definiție aprobată de Asociația Americană de Marketing în 1985)
- 45 – demarketing = procesul de reducere temporar/ permanent a cererii. Demarketingul general crește prețurile, reduce publicitatea și serviciile prestate, iar demarketingul selectiv reduce cererea pe segmentele de piață mai puțin profitabile.
- Muzeele, transportul în comun, sălile de operații sunt suprasolicitate în anumite perioade și aproape neutilizate în rest. Sincromarketingul caută să modifice cererea prin prețuri flexibile, etc.
- 46 – 5 moduri de abordare a activității de marketing:
- Conceptul de producție susține că produsele preferate sunt caracterizate prin disponibilitate și preț scăzut.
 - Conceptul de produs în care sunt preferate produsele de înaltă calitate la prețuri rezonabile.
 - Conceptul de vânzare unde consumatorii nu vor cumpăra niciodată de la o firmă o cantitate suficientă decât dacă sunt stimulați. Deci politici agresive de vânzare și promovare.
- 49 - Conceptul de marketing unde obiectivul principal al unei firme este determinarea nevoilor și dorințelor categoriilor vizate de consumatori cărora să le ofere satisfacția așteptată, mai eficient și mai operativ decât concurența.
- 50 – nici o firmă nu poate să acționeze pe toate piețele și să satisfacă toate cerințele. Adeseori ea nu poate face față nici măcar unei singure piețe țintă dacă aceasta este prea mare.
- 51 – dacă un anumit cumpărător afirmă că dorește o mașină „ieftină” distingem 5 tipuri de nevoi:
- Nevoi exprimate: dorește o mașină ieftină.
 - Nevoi reale: dorește nu o mașină cu preț de achiziție scăzut cu costuri de întreținere reduse.
 - Nevoi neexprimate: așteaptă servicii de calitate din partea vânzătorului.
 - Nevoi de satisfacție: achiziționează mașina și primește gratuit și o hartă rutieră.
 - Nevoi secrete: vrea să fie privit de prieteni ca o persoană cu discernământul valorii.
- 52 - 70% dintre clienții nemulțumiți nu fac reclamații ci încetează să mai cumpere. Dintre cei care reclamă 54-70% continuă relația cu organizația dacă se rezolvă reclamația, iar 95% continuă doar dacă reclamația este rezolvată foarte rapid. Dacă nu le este rezolvată cererea comunică aceasta către în medie 5 persoane.
- 53 – indicatorul afacerilor sănătoase: gradul tot mai înalt de satisfacere a consumatorului
- 55 – Bill Marriott consideră că în primul rând trebuie satisfăcuți angajații astfel și clienții și apoi acționarii.

Managementul Marketingului

SA Adler



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