

## 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 temporară/ 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

**Audrey Gilmore**



## **Managementul Marketingului:**

**International Logistics Management** Robert Chira, 2016-07-25 The logistics developed by multinational companies consist of many mechanisms and processes Understanding how they work as well as how different frameworks can result in an efficient system of logistics management is no easy task Robert Chira a faculty member at Dimitrie Cantemir University in Bucharest Romania explains how logistics work in this textbook geared for students and business people Taking a step by step approach he introduces readers to logistics explains the importance of logistics in a business environment and delves into integrated logistics He also explores how globalization is affecting logistics management how logistics can provide companies with a competitive advantage how to implement the latest competitive strategies offered by financial institutions and why customer service must be a key part of any strategy Moreover he provides examples of how companies in Romania have leveraged logistics management in different sectors to achieve lasting success Unlike other textbooks on logistics this one goes beyond theory to provide ways to improve logistics in order to accomplish performance objectives Build a business built to last and outperform competitors with the lessons in International Logistics Management

**Marketing Management** Dr. Mukul A. Burghate, Marketing management is centered on creating planning and implementing strategies that will help achieve wider business objectives These business objectives can involve increasing brand awareness boosting profits or entering previously untapped markets When we begin to consider the field of marketing management it is important to look to marketing experts Philip Kotler and Kevin Lane Keller who in their book Marketing Management offer a standard marketing management definition as the development design and implementation of marketing programs processes and activities that recognize the breadth and interdependencies of the business environment The purpose of this Study Material is to present an introduction to the Marketing Management subject of MBA The book contains the syllabus from basics of the subjects going into the intricacies of the subjects All the concepts have been explained with relevant examples and diagrams to make it interesting for the readers An attempt is made here by the author to assist the students by way of providing Study Material as per the curriculum with non commercial considerations However it is implicit that these are exam oriented Study Material and students are advised to attend regular lectures in the Institute and utilize reference books available in the library for In depth knowledge We owe to many websites and their free contents we would like to specially acknowledge contents of website [www.wikipedia.com](http://www.wikipedia.com) and various authors whose writings formed the basis for this book We acknowledge our thanks to them At the end we would like to say that there is always a room for improvement in whatever we do We would appreciate any suggestions regarding this study material from the readers so that the contents can be made more interesting and meaningful Readers can email their queries and doubts to our authors on [tmcnagpur@gmail.com](mailto:tmcnagpur@gmail.com) We shall be glad to help you immediately Author Dr Mukul Burghate

**Services Marketing and Management** Audrey Gilmore, 2003-06-02 This text provides an overview of the characteristics and underlying principles of delivering services in today's marketplace and places

these issues in the context of the frameworks and activities of various types of organization such as financial services tourism charities and museums      **Marketing and Supply Chain Management** Dimitris Folinas,Thomas Fotiadis,2017-09-13

Organizations are now recognizing the importance of demand supply integration to their growth and success While marketing and supply chain management are an essential part of any business qualification it is becoming increasingly essential to understand the need for integration between synergize marketing and SCM Marketing and Supply Chain Management is among the first to synergize these two disciplines Its holistic approach provides students with a macro level understanding of these functions and their symbiotic relationship to one another and demonstrates how both can be managed synergistically to the benefit of the organization This bridge building textbook is ideal for students of marketing logistics supply chain management or procurement who want to understand the machinations of business at a macro level

**Marketing Management Support Systems** Berend Wierenga,Gerrit van Bruggen,2012-12-06 Marketing management support systems are designed to make marketing managers more effective decision makers in this electronic era Developments in information technology have caused a marketing data explosion but have also provided a powerful set of tools that can transform this data into applicable marketing knowledge Consequently companies are making major investments in such marketing decision aids This book is the first comprehensive systematic textbook on marketing management support systems The basic issue is the question of how to determine the most effective type of support for a given marketing decision maker in a particular decision situation The book takes a demand oriented approach Decision aids for marketing managers can only be effective if they match with the thinking and reasoning process of the decision makers who use them Consequently the important questions addressed in this book are how do marketing managers make decisions how can marketing management support systems help to overcome several cognitive limitations of human decision makers and what is the most appropriate type of management support system for assisting the problem solving methods employed by a marketing decision maker      Essentials of Marketing Management Geoffrey Lancaster,Lester Massingham,2017-08-24

The overall success of an organization is dependent on how marketing is able to inform strategy and maintain an operational focus on market needs With an array of examples and case studies from around the world Lancaster and Massingham s vital study offers an alternative to the traditional American focused teaching materials currently available This second edition has been fully revised and updated including a new chapter on digital marketing written by Dr Wilson Ouzem Topics covered include consumer and organizational buyer behaviour product and innovation strategies direct marketing Social media marketing Designed and written for undergraduate MBA and masters students in marketing management classes Essentials of Marketing Management builds on the successful earlier edition to provide a solid foundation to understanding this core topic

**Marketing Management: A textbook for university students** Kailas Sree Chandran,2020-01-01 This book includes the basics of Marketing Management which is essential for any university course Includes topics like Marketing

Environment Market planning Marketing mix Product life cycle market research segmentation targeting positioning Marketing research testing and launching promotion mix consumer behavior etc and other topics      *Handbook of Services Marketing and Management* Teresa Swartz,Dawn Iacobucci,1999-11-19 The Handbook is organized in six major sections The service setting demand management service excellence and profitability service recovery service relationships and firm wide service issues A unique structural feature of the Handbook is the inclusion of both in depth chapters as well as shorter more focused mini chapters This variation enables the book to provide broader coverage through the inclusion of more topics

Artificial Intelligence for Marketing Management Park Thaichon,Sara Quach,2022-11-10 Artificial intelligence AI has driven businesses to adopt new business practices rapidly enhance product development and services has helped to power AI based market intelligence and customer insights and improve customer relationship management This timely book addresses the use of AI in marketing This book also explores the dark side of AI in marketing management and discusses ethics and transparency of automated decision making in AI applications data privacy cyber security issues and biases in various facets of marketing Emerging applications of AI such as DeepFakes which use deep learning technology could increase risks of manipulation and deception Hence apart from leveraging AI capabilities and advantages the book cautions the need for prevention strategies to deal with potential issues that could arise from the adoption of AI in marketing management This book will provide practical insights into the role of AI in marketing management It will be a useful reference for those researching marketing and marketing professionals      *Marketing Management - Reference Book* Prin. Dr. Babasaheb Sangale,2015-02-02 Philip Kotler s Marketing Management is a seminal reference covering key concepts in marketing strategy and implementation guiding professionals and students through effective marketing practices      **Marketing, Sales and Customer Management (MSC)** Richard Hofmaier,2015-05-19 This Book is primarily written for experts and managers in marketing sales customer and service management at BtB companies In addition the book is also for executives of project and quality management research and development R D procurement logistics and production departments who deal with marketing related topics and are working in related fields The integrated marketing sales and customer management MSC approach aims to lay out and explain in detail the concepts tools and implementations of a holistic and sustainable customer focused approach in order to successfully implement important marketing sales and customer management measures The concise presentation of various methods their applications and evaluations allow managers to better choose specific tools and the necessary means of efficient implementation In addition this book presents students enrolled in business management and business administration programs and who are focusing on marketing sales and customer management with a conceptualized and application oriented guide for the implementation of holistically integrated strategies programs and measures      **Tourism Destination Marketing and Management** Youcheng Wang,Abraham Pizam,2011-03-01 This book offers a comprehensive understanding of the concept and scope of the tourism industry in general and of destination

marketing and management in particular Taking an integrated and comprehensive approach it focuses on both the macro and micro aspects of destination marketing and management The book consists of 27 chapters presented in seven parts with the following themes concept scope and structure of destination marketing and management destination planning and policy consumer decision making processes destination marketing research destination branding and positioning destination product development and distribution the role of emerging technologies in destination marketing destination stakeholder management destination safety disaster and crisis management destination competitiveness and sustainability and challenges and opportunities for destination marketing and management Source inconnue

**Cases in Marketing Management** Kenneth E. Clow,Donald Baack,2011-03-28 This comprehensive collection of 38 cases selected from Ivey Publishing helps students understand the complex issues that marketing professionals deal with on a regular basis The cases were chosen to help students apply conceptual strategic thinking to issues in marketing management as well as provide them with more practical operational ideas and methods Cases were chosen from around the world from small and large corporations and include household names such as Twitter Best Buy Ruth s Chris and Kraft Foods The majority of the cases are very recent from 2009 or later Each chapter begins with an introductory review of the topic area prior to the set of cases and questions are included after each case to help students to think critically about the material Cases in Marketing Management is edited by Kenneth E Clow and Donald Baack and follows the structure and goals of their textbook Marketing Management A Customer Oriented Approach It can also be used as a stand alone text or as a supplement to any other marketing management textbook for instructors who want to more clearly connect theory and practice to actual cases

**Business to Business Marketing Management** Alan Zimmerman,Jim Blythe,2017-09-25 Business to business markets are considerably more challenging than consumer markets and as such demand a more specific skillset from marketers Buyers with a responsibility to their company and specialist product knowledge are more demanding than the average consumer Given that the products themselves may be highly complex this often requires a sophisticated buyer to understand them Increasingly B2B relationships are conducted within a global context However all textbooks are region specific despite this growing move towards global business relationships except this one This textbook takes a global viewpoint with the help of an international author team and cases from across the globe Other unique features of this insightful study include placement of B2B in a strategic marketing setting full discussion of strategy in a global setting including hypercompetition full chapter on ethics and CSR early in the text and detailed review of global B2B services marketing trade shows and market research This new edition has been fully revised and updated with a full set of brand new case studies and features expanded sections on digital issues CRM and social media as well as personal selling More selective shorter and easier to read than other B2B textbooks this is ideal for introduction to B2B and shorter courses Yet it is comprehensive enough to cover all the aspects of B2B marketing any marketer needs be they students or practitioners looking to improve their knowledge

## **Marketing Management in Practice** John Williams, Tony Curtis, 2008-07-21 Butterworth Heinemann's CIM

Coursebooks have been designed to match the syllabus and learning outcomes of our new qualifications and should be useful aids in helping students understand the complexities of marketing. The discussion and practical application of theories and concepts with relevant examples and case studies should help readers make immediate use of their knowledge and skills gained from the qualifications. Professor Keith Fletcher, Director of Education, The Chartered Institute of Marketing, Here in Dubai, we have used the Butterworth Heinemann Coursebooks in their various forms since the very beginning and have found them most useful as a source of recommended reading material as well as examination preparation. Alun Epps, CIM Centre Coordinator, Dubai University College, United Arab Emirates. Butterworth Heinemann's official CIM Coursebooks are the definitive companions to the CIM professional marketing qualifications. The only study materials to be endorsed by The Chartered Institute of Marketing, CIM, all content is carefully structured to match the syllabus and is written in collaboration with the CIM faculty. Now in full colour and a new student-friendly format, key information is easy to locate on each page. Each chapter is packed full of case studies, study tips, and activities to test your learning and understanding as you go along. The coursebooks are the only study guide reviewed and approved by CIM, The Chartered Institute of Marketing. Each book is crammed with a range of learning objectives, cases, questions, activities, definitions, study tips, and summaries to support and test your understanding of the theory. Past examination papers and examiners' reports are available online to enable you to practise what has been learned and help prepare for the exam and pass first time. Extensive online materials support students and tutors at every stage. Based on an understanding of student and tutor needs gained in extensive research, brand new online materials have been designed specifically for CIM students and created exclusively for Butterworth Heinemann. Check out exam dates on the Online Calendar, see syllabus links for each course, and access extra mini case studies to cement your understanding. Explore [marketingonline.co.uk](http://marketingonline.co.uk) and access online versions of the coursebooks and further reading from Elsevier and Butterworth Heinemann. INTERACTIVE FLEXIBLE ACCESSIBLE ANY TIME ANY PLACE [www.marketingonline.co.uk](http://www.marketingonline.co.uk)

**Marketing Planning and Management** Alexander Chernev, A company's future hinges on its ability to develop successful market offerings that create superior value for target customers: the company and its collaborators. Market success is rarely an accident; it is typically a result of diligent market analysis, planning, and management. To succeed in the market, a company must have a viable business model and an action plan to make this model a reality. The key aspects of the process of marketing planning and management and the G-STIC framework for developing an action plan are the focus of this note. The discussion of marketing planning and management is complemented by an in-depth overview of three additional topics: developing a marketing plan, conducting a marketing audit, and the key project management frameworks. This note is an excerpt from Chapter 3 of *Strategic Marketing Management: Theory and Practice* by Alexander Chernev, Cerebellum Press, 2019.

*The Experience Logic as a New Perspective for Marketing Management* Tonino Pencarelli, Fabio Forlani, 2018-04-13. This

book provides stimulating insights into the ways in which the adoption of experience logic can revitalize marketing perspectives and stimulate novel approaches to the creation and delivery of value The first part of the book which has a theoretical focus reviews the international literature and offers conceptual observations on the experiential perspective Suggestions are made on how experience logic can act as a new driver for the management of marketing processes in firms within the context of the experience economy In the second part of the book attention turns to the applications of experience logic in different sectors including tourism commerce culture and trade shows Company specific examples of benefits of the experiential approach are also explored in case studies on gift box providers marketing of traditional local products and the cosmetics industry The book will be of particular interest for marketing specialists but will additionally be of value for managers in private companies and public bodies who wish to enhance their marketing methods

**The Curious Science of Modern Marketing Management** Dr.M.G.Bhaskar,Dr Deep Shah ,      **Marketing Management: Text and Cases Indian Context** Tapan K. Panda,2009      **Marketing Management in Practice 2007-2008** John Williams,Tony Curtis,2007

BH CIM Coursebooks are crammed with a range of learning objective questions activities definitions and summaries to support and test your understanding of the theory The 07 08 editions contains new case studies which help keep the student up to date with changes in Marketing strategies Carefully structured to link directly to the CIM syllabus this Coursebook is user friendly interactive and relevant Each Coursebook is accompanied by access to MARKETINGONLINE [www.marketingonline.co.uk](http://www.marketingonline.co.uk) a unique online learning resource designed specifically for CIM students which can be accessed at any time Written specially for the Marketing Management in Practice module by the Senior Examiner The only coursebook fully endorsed by CIM Contains past examination papers and examiners reports to enable you to practise what has been learned and help prepare for the exam



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