<<   >>

<<   >>

13　ISBN　　　9787300110585

10　ISBN　　　7300110584

　　　　2009-8

　　203

　　　　　　　　　PDF

　　　　　http://www.tushu007.com

J Paul Peter James H Donnelly,Jr ——Preface to Marketing Management 11

Chapter 1 Strategic Planning and the Marketing Management Process   The Marketing Concept   What Is Marketing?   What Is Strategic Planning?   Strategic Planning and Marketing Management   The Strategic Planning Process   The Complete Strategic Plan   The Marketing Management Process   Situation Analysis   Marketing Planning   Implementation and Control of the Marketing Plan   Marketing Information Systems and Marketing Research   The Strategic Plan, the Marketing Plan, and Other Functional Area Plans   Marketing's Role in Cross-Functional Strategic Planning   Conclusion Chapter 2 Marketing Research: Process and Systems for Decision Making   The Role of Marketing Research   The Marketing Research Process   Purpose of the Research   Plan of the Research   Performance of the Research   Processing of Research Data   Preparation of the Research Report   Limitations of the Research Process   Marketing Information Systems   Conclusion Chapter 3 Consumer Behavior   Social Influences on Consumer Decisión Making   Culture and Subculture   Social Class   Reference Groups and Families   Marketing Influences on Consumer Decision Making   Product Influences   Price lnfluences   Promotion lnfluences   Place Influences   Situational Influences on Consumer Decision Making   Psychological Influences on Consumer Decision Making   Product Knowledge   Product lnvolvement   Consumer Decision Making
Need Recognition   Alternative Search   Alternative Evaluation   Purchase Decision   Postpurchase Evaluation   Conclusion Chapter 4 Business,Government adn Institutional BuyingChapter 5 Market SegmentationChapter 6 Product and Brand StrategyChapter 7 New Product Planning and DevelopmentChapter 8 Integrated Marketing Communications:Advertising,Sales Promotion,Public Relations and Direct MarketingChapter 9 Personal Selling,Relationship Building and Sales ManagementChapter 10 Distribution StrategyChapter 11 Pricing StrategyChapter 12 The Marketing of ServicesChapter 13 Global Marketing

Before a production manager, marketing manager, and personnel manager can develop plans for their individual departments, some larger plan or blueprint for the entire organization should exist. Otherwise, on what would the individual departmental plans be based

In other words, there is a larger context for planning activities. Let us assume that we are dealing with a large business organization that has several business divisions and several product lines within each division e.g., General Electric, Altria . Before individual divisions or departments can implement any marketing planning, a plan has to be developed for the entire organization

This means that senior managers must look toward the future and evaluate their ability to shape their organizations destiny in the years and decades to come. The output of this process is objectives and strategies designed to give the organization a chance to compete effectively in the future. The objectives and strategies established at the top level provide the context for planning in each of the divisions and departments by divisional and departmental managers.

PDF

:http://www.tushu007.com