

DEVELOPING SUCCESSFUL MARKETING STRATEGIES

LEARNING OBJECTIVES

After reading this chapter, students should be able to:

- LO1** Describe two kinds of organisation that exist and the three levels of strategy in them.
- LO2** Describe how core values, mission, organisational culture, business, and goals are important in organisations.
- LO3** Discuss how an organisation assesses where it is now and where it seeks to be.
- LO4** Explain why managers are tracking strategic performance with marketing analytics, marketing dashboards and marketing metrics.
- LO5** Explain the three steps of the planning phase of the strategic marketing process.
- LO6** Describe the elements of the implementation and evaluation phases of the strategic marketing process.

FOCUSING ON KEY TERMS

benchmarking
business
business firm
business model
business portfolio analysis
competencies
competitive advantage
core values
corporate level
cross-functional teams
customer satisfaction
diversification
employee welfare
functional level
goals
market development
market penetration
market program
market segmentation
market share
marketing accountability
marketing dashboard
marketing metrics

marketing plan
marketing program
marketing strategy
marketing tactics
market product analysis
mission
non-profit organisation
objectives
offerings
organisational culture
points of difference
product development
profit
quality
sales
situation analysis
SMART
social responsibility
strategic business unit level
strategic business unit (SBU)
strategic marketing process
strategy
SWOT analysis

Marketing Kerin 10th Edition Chapter 1

JA Banks



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Reviewing **Marketing Kerin 10th Edition Chapter 1**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is actually astonishing. Within the pages of "**Marketing Kerin 10th Edition Chapter 1**," an enthralling opus penned by a highly acclaimed wordsmith, readers embark on an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve into the book's central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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