

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

Yi-Tong Ma



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Table of Contents Marketing Kerin 10th Edition Chapter 1

1. Understanding the eBook Marketing Kerin 10th Edition Chapter 1
 - The Rise of Digital Reading Marketing Kerin 10th Edition Chapter 1
 - Advantages of eBooks Over Traditional Books
2. Identifying Marketing Kerin 10th Edition Chapter 1
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Marketing Kerin 10th Edition Chapter 1
 - User-Friendly Interface
4. Exploring eBook Recommendations from Marketing Kerin 10th Edition Chapter 1
 - Personalized Recommendations
 - Marketing Kerin 10th Edition Chapter 1 User Reviews and Ratings
 - Marketing Kerin 10th Edition Chapter 1 and Bestseller Lists
5. Accessing Marketing Kerin 10th Edition Chapter 1 Free and Paid eBooks
 - Marketing Kerin 10th Edition Chapter 1 Public Domain eBooks
 - Marketing Kerin 10th Edition Chapter 1 eBook Subscription Services
 - Marketing Kerin 10th Edition Chapter 1 Budget-Friendly Options
6. Navigating Marketing Kerin 10th Edition Chapter 1 eBook Formats

- ePub, PDF, MOBI, and More
- Marketing Kerin 10th Edition Chapter 1 Compatibility with Devices
- Marketing Kerin 10th Edition Chapter 1 Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Marketing Kerin 10th Edition Chapter 1
 - Highlighting and Note-Taking Marketing Kerin 10th Edition Chapter 1
 - Interactive Elements Marketing Kerin 10th Edition Chapter 1
- 8. Staying Engaged with Marketing Kerin 10th Edition Chapter 1
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Marketing Kerin 10th Edition Chapter 1
- 9. Balancing eBooks and Physical Books Marketing Kerin 10th Edition Chapter 1
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Marketing Kerin 10th Edition Chapter 1
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Marketing Kerin 10th Edition Chapter 1
 - Setting Reading Goals Marketing Kerin 10th Edition Chapter 1
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Marketing Kerin 10th Edition Chapter 1
 - Fact-Checking eBook Content of Marketing Kerin 10th Edition Chapter 1
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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