

- 3M: Feedback: 3M's "15% Rule" allows inventors to use up to 15 percent of their time to do initially unfunded research that might lead to marketable 3M products.
- AAA Mobile Homes (Tim Apel): "creating value" create value through service, doing it right, provide satisfaction.
- Ben & Jerry's: (sticking to mission) created "Goodbye Yellow Brick Road" ice cream in partnership with Sir Elton John to help his worldwide AIDS Foundation.
- BIG by acting smaller: pg 26
- Cash Cows: pg 23
- CMOs: create and deliver value to the organization and its customers, including overseeing product planning and positioning, and coordinating public relations initiatives.
- Cohorts: pg 28, 29, and 30
- Competitive Forces: pg 32
- Consumer Behavior: pg 43...also its in Chapter 5
- Consumer Decision Making: pg 46... psychological influences on pg 47, 48, 49, 50, 51, and 54 has other influences.
- Corporate Level: level in an organization where top management directs overall strategy for the entire organization.
- Corporate Strategy: pg 19.
- Criticism of Marketing: Page 36
- Cross Functional Team: Used when developing marketing programs for new offers, group has common set of goals.
- Cultural Pollution: pg 38
- Customer Relationship Era: pg 17.
- Customer relationship management (CRM: is most closely related to the customer relationship era in U.S. business history.
- Customer Value: the unique combination of benefits received by targeted buyers that includes quality, convenience, on-time delivery, and both before sale and after-sale service at a specific price.
- Deceptive Practices: pg 36
- Deceptive Promotions: pg 37
- Demographics: pg 28
- Dogs: pg 23
- Don Kosec (the impact of generations preferences): pg 30
- Economic Forces: pg 31
- Environmental Forces: lack of control of marketing mix factors...examples: social, economic, technological, competitive, and regulatory factors.
- Environmental Scanning: pg 28
- Ethics (Business): pg 35, 39, AMA Ethics: 40 n 41
- Exchange: trade of things of value between buyer and seller so that each is better off after the trade.
- Felber & Felber (Rob Felber): Creating Value: be a helpful resource, be an advisor, be there when you are needed, Prive them extra....Economic Forces: pg 31.
- Factors Influencing Marketing: pg 8
- Ford: \$4.6 Billion revival in 2010, best since 1999.
- Fred Hunt: SWOT pg 25
- Functional/Department Level: chapter 2.
- High Prices: pg 36
- High Pressure Selling: pg 37
- Hyper competition: Pg 17.
- Implications of definition (MAD): purchasing power, Authority, Willingness to purchase (demand)
- Implementing the Marketing Plan: pg 27.
- Jim Wise-Marketing Dashboards at Don Joseph Toyota: pg 25.
- Legal Forces: pg 33
- Managers Response to being Ethical: pg 39
- Marketing Concept: the idea that an organization should 1) strive to satisfy the needs of consumers 2) while also trying (pg 15 in notes).
- Marketing Dashboard: pg 25
- Marketing: seeks to discover the needs and wants of prospective customers and satisfy them at a profit through an integrated effort.
- Marketing Efforts: design, implementation and evaluation of marketing mix.
- Marketing Management Philosophies (Chapter 1, page 14 in notes)
- Marketing Mix (pg 11): product-a good, service, or idea. Price- What is exchanged for the product. Promotion-A means of communications between the seller and buyer. Place- A means of getting the product to the consumer.
- Marketing to occur: at least four factors are required: (1) two or more parties (individuals or organizations) with unsatisfied needs, (2) a desire and ability on their part to be satisfied, (3) a way for the parties to communicate, and (4) something to exchange.
- Market-Product Focus and Goal Setting: pg 26
- Marketing Programming: a plan that integrates the marketing mix to provide a good, service, or idea to prospective buyers.
- Marketing Strategies: pg 19.
- Marketing Utilities: pg 18
- Medtronic's Mission Statement: "To contribute to human welfare by application of biomedical engineering in the research, design, manufacture, and sale of instruments or appliances that alleviate pain, restore health, and extend life."
- Michele Skinn: (pg 16) what is marketing. Pg 42: importance of understanding consumers
- Mission Statements: Pg 21.
- Muller (Timken): (pg 15 in notes)
- Needs and Wants: (pg 10 in notes).
- Offerings: a product, service, or idea that creates value for both the organization and its customers by satisfying their needs and wants. 100%
- The Organization: has a mission to help decide how we do what we do (goals and objectives), management and people skills, and uses resources to do so.
- Organizational Structure: pg 19
- Planned Obsolescence: Pg 38
- Political and Legal Forces: pg 33
- Poor Service to Disadvantaged Consumers: pg 38
- Problem Children: og 24
- Product Concept: (pg 14 in notes)

- Product Portfolio Models: pg 23 and 24.
- Prospective customer: an individual is buying for personal use or use for his household, or an organization is buying for its own use or for resale.
- Purchase Decision Process Stages: pg 43, 44, 45.
- Questionable Judgments in Advertising: pg 39
- Racial and Ethnic Diversity: pg 30
- Relationship Marketing: the hallmark of developing and maintaining effective customer relationships.
- Response to Competitive Trend: pg 33
- Requirement for Marketing: two or more parties involved, each must have a desire and an ability to engage, need to be able to communicate, each must have something of value to exchange.
- Selling Concept: (pg 15 in note).
- Sherwin Williams (Fred Hunt): Delivering value to customers, Vale IS-The game, the way to beat competition, the product may be similar but available consistency and reliable. Get it done right, deliver promise.
- S.M.A.R.T: specific, measurable, attainable, relevant, time based. (Time-Warner Ex on pg 22)
- Social Forces: pg 28
- The Societal Marketing Concept: pg 16
- Synergy Marketing: pg 17.
- Star: pg 24
- Strategic Business Units: pg 20.
- Strategic Direction: pg 22.
- Strategic Marketing Planning Levels: pg 20.
- Strategic Marketing Process: pg 25
- Strategic Planning: pg 19.
- Strategic Setting: pg 22
- Strategy in Organization: pg 19
- S.W.O.T. Analysis: Pg 26
- Target Market: one or more specific groups of potential consumers towards which an organization directs its marketing program.
- Technological Forces: pg 31
- Time Utility: The value to consumers that comes from having a good or service available when needed constitutes. (EX: Goodwill has a 24-hour drop box for donations).
- Time-Warner: Business-to-Business Service. Collect trends and data, helps to determine incentives, use research and tools to drive sales through brand awareness.
- Time-Warner Mission: pg 21.
- Tracking Strategic Direction with Marketing Dashboard: pg 25.
- Types of Competition: pg 32 n 33
- Types of Goals: pg 22.
- Unsafe Products: pg 37
- Value Strategies: Best Price, Best Product, Best Service. Best depends on objectives, competition, environment, and customers. EX: Douglas Conant, Pres. & CEO Campbells Soup Co.
- visionary organization uses key elements to (1) establish a foundation and (2) set a direction using (3) its strategies that enable it to develop and market its offerings successfully
- Ways to satisfy Needs: make it yourself, steal one, volunteer to offer someone of value in exchange for a card.
- Who Buys: pg 18.
- Why buy: pg 18