**SURVEY OF BUSINESS – FILL-IN-THE BLANK: SESSION 6**

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**Chapter Eleven: Customer-Driven Marketing**

Marketing involves planning and executing the development, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

A vital part of any business undertaking, marketing is a group of activities designed to expedite transactions by creating, distributing, pricing, and promoting goods, services, and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Marketing is an important part of a firm’s overall \_\_\_\_\_\_\_\_\_\_\_\_. Other functional areas of the business – such as operations, finance, and all areas of management – must be coordinated with marketing decisions.

It is important to note what marketing is not: It is not manipulating consumers to get them to buy products they do not want. It is not just \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Marketing is a systematic approach to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ customers.

At the heart of all business is the exchange, the act of giving up one thing (money, credit, labor, goods) in return for something else (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_).

Buyers and sellers must be able to communicate about the “something of \_\_\_\_\_\_\_\_\_\_” available to each.

When you think of marketing products, you may think of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ things, but what most consumers want is a way to get a job done, solve a problem, or gain some enjoyment.

Marketing focuses on a complex set of activities that must be performed to accomplish objectives and generate exchanges. These 8 activities include: (1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (6) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (7) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (8) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Value is an important element of managing long-term customer relationships and implementing the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Value is a customer’s subjective assessment of benefits relative to costs in determining the \_\_\_\_\_\_\_\_\_\_\_\_ of a product. **Customer Value = Customer Benefits – Customer Costs**

A basic philosophy that guides all marketing activities is the Marketing Concept, the idea that an organization should try to satisfy customers’ \_\_\_\_\_\_\_\_\_\_\_\_\_\_ through coordinated activities that also allow it to achieve its own \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

According to the marketing concept, a business must find out what consumers \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and then develop the good, service, or idea that fulfills their needs or wants.

To remain competitive, companies must be prepared to add or adapt their product lines to satisfy customers’ desires, particularly during \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

To implement the marketing concept, a firm must have good information about what consumers want, adopt a consumer orientation, and coordinate its efforts throughout the entire organization; otherwise, it may be awash with goods, services, and ideas that consumers do not \_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_.

Everyone in the organization must know what customers want, and know they are selling ideas, benefits, philosophies, and experiences – not just \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The marketing concept may seem like the obvious approach to running a business and building relationships with customers. However, businesspeople are not always focused on customers when they create and operate businesses. Many companies fail to grasp the importance of customer relationships and fail to implement \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

A Market Orientation requires organizations to gather information about customer needs, share that information throughout the entire firm, and use it to help build long-term relationships with \_\_\_\_\_\_\_\_\_\_.

Trying to assess what customers want, which is difficult to begin with, is further complicated by the rate at which trends, fashions, and tastes can \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Customer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ management (CRM) is important in a market orientation because it can result in loyal and profitable customers.

Communication remains a major element of any strategy to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ long-term customer relationships.

To implement the marketing concept and customer relationship management, a business needs to develop and maintain a \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_, a plan of action for developing, pricing, distributing, and promoting products that meet the needs of specific customers.

This definition has two major components: (1) selecting a target market and (2) developing an appropriate marketing mix to satisfy the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a group of people who have a need, purchasing power, and the desire and authority to spend money on goods, services, and ideas.

A Target Market is a more specific group of consumers on whose needs and wants a company \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ its marketing efforts.

Marketing managers may \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ a target market as a relatively small number of people within a larger market, or they may define it as the total market.

Some firms use a Total-Market Approach, in which they try to appeal to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and assume that all buyers have similar needs and wants (i.e. sellers of salt and sugar).

One of the challenges for marketers in the future will be to effectively address an increasingly \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_ U.S.

Concentration Approach: A market segmentation approach whereby a company develops one marketing strategy for a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ market segment.

Multi-Segment Approach: A market segmentation approach whereby the marketer aims its efforts at two or more segments, developing a mktg strategy for each. Use different ads for \_\_\_\_\_\_\_\_\_\_\_\_\_\_ segments.

Niche marketing : A narrow market segment focus when efforts are on one small, well-defined group that has a unique, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ set of needs.

For a firm to successfully use a concentration or multi-segment approach to market segmentation, several requirements must be met:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Firms segment markets on the bases of (4) variables: (1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The second step in developing a marketing strategy is to create and maintain a satisfying marketing \_\_\_\_.

The Marketing Mix refers to four marketing activities – (1) product, (2) price, (3) distribution, and (4) promotion – that the firm can control to achieve specific goals within a dynamic marketing \_\_\_\_\_\_\_\_\_\_\_.

A product – whether (1) a good, (2) a service, (3) an idea, or some combination – is a complex mix of tangible and intangible attributes that provide \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ & \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

A product has emotional and psychological, as well as physical, characteristics that include everything that the buyer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ from the exchange.

Products are among a firm’s most \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ contacts with consumers.

Almost anything can be assessed by a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, a value placed on an object exchanged between a buyer and a seller.

Marketers view price as much more than a way of assessing value, however. It is a key element of the marketing mix because it relates directly to the generation of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Distribution (often referred to as “place” because it helps to remember the marketing mix as the “**4P’s**”) is making products \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to customers in quantities desired.

Intermediaries, usually \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, perform many of the activities required to move products efficiently from producers to consumers or industrial buyers. These activities involve transporting, warehousing, materials handling, and inventory control, as well as packaging and communication.

Critics who suggest that eliminating wholesalers and other middlemen would result in lower prices for consumers do not recognize that eliminating intermediaries would not do away with the need for their services. Other institutions would have to perform those services, and consumers would still have to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for them.

Promotion is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ form of communication that attempts to expedite a marketing exchange by influencing individuals, groups, and organizations to accept goods, services, and ideas.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ includes advertising, personal selling, publicity, and sales promotion.

When marketers use advertising and other forms of promotion, they must effectively manage their promotional resources and understand product and target-market characteristics to ensure that these promotional activities contribute to the firm’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Before marketers can develop a marketing mix, they must collect in-depth, up-to-date information about customer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

A Marketing Information System is a framework for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ information about customers from both inside and outside the organization.

Two types of data are usually available to decision makers.

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The marketing of products and collecting of data about \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_ – information on what people actually buy and how they buy it – represents marketing research of the future.

Social networks are a great way to obtain information from consumers who are willing to share their experiences about \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Carrying out a marketing concept is impossible unless marketers know what, where, when, and how consumers buy; conducting marketing research into the factors that influence buying behavior helps marketers develop effective \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Psychological Variables of Buying Behavior, include: (1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Social factors include \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_, which are a set of expectations for individuals based on some position they occupy. A person may have many roles: father, husband, student, executive. Each of these roles can influence buying behavior.

Other Social Factors of Buying Behavior, include: (1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Although marketers try to understand buying behavior, it is extremely difficult to explain exactly why a buyer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ a particular product.

They may not be able to determine accurately what is highly satisfying to buyers, but they know that trying to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ consumer wants and needs is the best way to satisfy them.

A number of external forces directly or indirectly influence the development of marketing strategies:

(1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Marketing is a necessary function to reaching consumers, establishing relationships, and creating \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Marketing is essential in communicating the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of goods and services.

**Chapter Twelve: Dimensions of Marketing Strategy**

The key to developing a marketing strategy is selecting a target market and maintaining a marketing mix that creates long-term \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with customers.

The marketing mix is the part of a marketing strategy that involves decisions regarding controllable \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The term \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ refers to goods, services, and ideas.

Before introducing a new \_\_\_\_\_\_\_\_\_\_, a business must follow a multistep process: (1) idea development, (2) the screening of new ideas, (3) business analysis, (4) product development, (5) test marketing, and (6) commercialization.

New \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ can come from marketing research, engineers, and outside sources such as advertising agencies, management consultants, and customers too.

Next step in developing a new product is idea \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. In this phase, a marketing manager should look at the organization’s resources and objectives and assesses the firm’s ability to produce and market the product.

Business analysis is a basic assessment of a product’s compatibility in the marketplace and its potential profitability. Both the size of the market and competing products are often \_\_\_\_\_\_\_\_\_\_\_\_\_\_ at this point.

If a product survives the first three steps, it is developed into a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that should reveal the intangible attributes it possesses as perceived by the consumer.

Test marketing is a trial mini-launch of a product in limited areas that represent the potential \_\_\_\_\_\_\_\_\_\_.

Commercialization is the full introduction of a complete marketing strategy and the launch of the product for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Products are usually classified as either \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ products or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ products.

Consumer Products are for household or family use; they are not intended for any \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ other than daily living.

Business Products are used directly or indirectly in the operation or manufacturing processes of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Product relationships within an organization are of key importance. A \_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_ is a group of closely related products that are treated as a unit because of a similar marketing strategy.

Like people, products are born, grow, mature, and eventually die. Some products have very long \_\_\_\_\_\_.

There are four stages in the life cycle of a product: (1) introduction, (2) growth, (3) maturity, and (4) decline. The stage of a product helps to determine its \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Branding, packaging, and labeling can be used to \_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_ one product from others.

Branding is the process of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ products.

Two major categories of brands are: (1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Another type of brand that has developed is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Products, which are products with no brand name at all.

Companies use two basic approaches to branding multiple products.

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The Packaging, or external container that holds and describes the product, influences consumers’ attitudes and their buying decisions. Surveys have shown that consumers are willing to pay more for certain packaging \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

A package can perform several functions, including protection, economy, convenience, and promotion. Packaging can also be used to appeal to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Labeling, the presentation of important information on the package, is closely associated with \_\_\_\_\_\_\_\_\_.

The content of labeling, often required by law, may include ingredients or content, nutrition facts (calories, fat, etc.), care instructions, suggestions for use (such as recipes), manufacturer’s address, phone number, website, and other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Quality reflects the degree to which a good, service, or idea meets the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of customers.

Quality of service is difficult to gauge because it depends on customers’ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of how well the service meets or exceeds their expectations.

Price is defined as the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ placed on an object exchanged between a buyer and a seller.

Many factors influence the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of value, including time constraints, price levels, perceived quality, and motivations to use available information about prices.

Price is a key element in the marketing mix because it relates directly to the generation of revenue and profits. In large part, the ability to set price depends on the supply of and demand for a \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Pricing is probably the most flexible variable in the marketing mix. Although it may take years to develop a product, establish channels of distribution, and design and implement promotion, a product’s price may be set and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in a few minutes.

Pricing objectives specify the role of price in an organization’s marketing mix and strategy. They usually are influenced not only by marketing mix decisions but also by finance, accounting, & production factors. Maximizing profits and sales, boosting market share, maintaining the status quo, and survival are four common pricing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Setting the price for a new product is critical: the right price leads to profitability; the wrong price may kill the product. In general, there are two basic strategies to setting the base price for a new product.

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Psychological Pricing: Encourages purchases based on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ rather than \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ responses to the price.

Reference Pricing: A type of psychological pricing in which a lower-priced item is compared to a more expensive brand in hopes that the consumer will use the higher price as a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ price.

Price Discounting: Temporary price \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, often employed to boost sales.

The best products in the world will not be successful unless companies make them \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ where and when customers want to buy them.

A Marketing Channel, or channel of distribution, is a group of organizations that move products from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Retailers buy products from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and sell them to consumers for home and household use rather than for resale or for use in producing other products.

Today, there are too many stores competing for too few customers, and as a result, competition among similar retailers has never been more intense. Additionally, retailers face challenges such as shoplifting. As a result, many businesses have turned to \_\_\_\_\_\_\_\_\_\_\_\_-\_\_\_\_\_\_\_\_\_\_\_\_ retailing to sell their products.

Wholesalers are intermediaries who buy from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and sell to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Wholesalers are extremely important because of the marketing activities they perform, particularly for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ products.

In an effort to improve distribution channel relationships among manufacturers and other channel intermediaries, Supply Chain Management (SCM) creates alliances between channel \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

SCM connects and integrates all parties or members of the distribution system in order to satisfy \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Supply Chain Management goes beyond traditional channel members (producers, wholesalers, retailers, customers) to include all organizations involved in moving products from the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to the ultimate customer.

Research shows that a disruption in the supply chain was viewed as the number-one crisis that could decrease \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Physical Distribution includes all the activities necessary to move products from producers to \_\_\_\_\_\_\_\_\_ – inventory control, transportation, warehousing, and materials handling.

Distribution decisions are among the least \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in the marketing mix.

The role of promotion is to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with individuals, groups, and organizations to facilitate an exchange directly or indirectly.

It encourages marketing exchanges by attempting to \_\_\_\_\_\_\_\_\_\_\_ individuals, groups, and organizations to accept goods, services, and ideas.

Advertising, personal selling, publicity, and sales promotion are collectively known as the promotion mix because a strong promotion program results from careful selection and blending of these \_\_\_\_\_\_\_\_\_\_\_\_\_.

The process of coordinating the promotion mix elements and synchronizing promotion as a unified effort is called: Integrated marketing Communications (IMC). When planning promotional activities, an integrated marketing communications approach results in the desired \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Advertising is a paid form of nonpersonal communication \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ through a mass medium, such as television commercials or magazine advertisements.

The basic content and form of an advertising campaign are a function of several \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: A product’s features, uses, and benefits affect the content of the campaign message and individual ads.

Characteristics of the people in the target audience – gender, age, education, race, income, occupation, lifestyle, and other attributes – influence both \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

To communicate effectively, advertisers use words, symbols, and illustrations that are meaningful, familiar, and attractive to people in the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ audience.

An advertising campaign’s objectives and platform also affect the content and form of its \_\_\_\_\_\_\_\_\_\_\_\_.

Advertising media are the vehicles or forms of communication used to reach a desired \_\_\_\_\_\_\_\_\_\_\_\_\_.

Personal \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is direct, two-way communication with buyers and potential buyers.

Personal Selling is a Six Step Process: (1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (6) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Publicity is nonpersonal communication transmitted through mass media but not paid for directly by the firm. A firm does not pay the media cost for publicity and is not identified as the originator of the message; instead, the message is presented in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ form.

Sales Promotion involves direct inducements offering added value or some other incentive for buyers to enter into an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Sales promotion stimulates customer purchasing and increases dealer effectiveness in selling \_\_\_\_\_\_\_\_\_.

In developing a promotion mix, organizations must decide whether to fashion a mix that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the product down to their customers.

Push Strategy: An attempt to \_\_\_\_\_\_\_\_\_\_\_\_ intermediaries to push the product down to their customers.

Pull Strategy: The use of promotion to create consumer \_\_\_\_\_\_\_\_\_\_\_\_\_\_ for a product so that consumers exert pressure on marketing channel members to make it available.

The marketing mix a company uses \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ on its objectives.

Promotional Positioning uses promotion to change or reinforce an image of a product in buyers’ \_\_\_\_\_\_\_.

Marketing creates value through the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Chapter Thirteen: Digital Marketing and Social Networking**

The Internet and information technology have dramatically changed the environment for \_\_\_\_\_\_\_\_\_\_\_\_\_.

Marketer’s new ability to convert all types of communications into digital media has created efficient, inexpensive ways of connecting businesses and consumers and has improved the flow and the usefulness of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Businesses have the information they need to make more informed decisions, and consumers have access to a greater variety of products and more information about \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The defining characteristics of information technology in the 21st century is accelerating \_\_\_\_\_\_\_\_\_\_\_\_\_.

Social networking continues to advance as the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ most believe will dominate digital communications in the near future.

The Internet has created opportunities for businesses to forge relationships with consumers, target markets more precisely, and even reach previously \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ markets at home and around the world.

The Internet also facilitates business transactions, allowing companies to network w/ manufacturers, wholesalers, retailers, suppliers, and outsource firms to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ customers more quickly and more efficiently.

Digital communication offers a completely new dimension in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with others.

Given almost instant communication with precisely defined consumer groups, firms can use real-time exchanges to create and stimulate interactive communication, forge closer relationships, and learn more accurately about \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ needs.

Digital media can \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ communication within and between businesses.

Communication is a key business function, and improving the speed and clarity of communication can help businesses save \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and improve employee problem-solving \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

While digital marketing shares some similarities with conventional marketing techniques, a few valuable differences stand out.

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Like traditional marketers, digital marketers must anticipate consumer needs and preferences, tailor their goods and services to meet these needs, and continually upgrade them to remain \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The Internet is a new \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_ for making products available at the right time, at the right place, and in the right quantities.

Marketer’s ability to process orders electronically and increase the speed of communication via the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ reduces inefficiencies, costs, and redundancies while increasing speed throughout the marketing channel.

Convenience and constant availability are two major reasons consumers prefer to shop \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

One of the best ways businesses can utilize digital media is for promotion purposes – whether they are increasing brand awareness, connecting with consumers, or taking advantage of social networks or virtual worlds to form relationships and generate positive publicity or “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_” about their products.

Thanks to online promotion, consumers can be more informed than ever, including reading customer-generated content before making purchasing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Consumer consumption \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are radically changing, and marketers must adapt their promotional efforts to meet them.

Digital marketing can enhance the value of products by providing extra \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ such as service, information, and convenience.

Through digital media, discounts and other promotions can be quickly \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

As consumers have become better \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ about their options, the demand for low-priced products has grown, leading to the creation of deal sites where consumers can compare prices.

A Social Network is a website where users can create a profile and interact with users, post information, and engage in other forms of web-based \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Social networks are a valued part of marketing because they are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the way consumers communicate with each other and with businesses.

While digital marketing has generated exciting opportunities for companies to interact with their customers, digital media are also more consumer-driven than \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ media.

Internet users are creating and reading consumer-generated content as never before and are having a profound effect on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in the process.

Two factors have sparked the rise of consumer-generated information:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Consumers often rely on the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of friends, family, and fellow consumers when making purchasing decisions.

The increase in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ networking across the world is exponential.

Social networking sites are useful for relationship marketing, or the creation of relationships that mutually benefit the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Approximately \_\_\_% of consumers claim social media has some influence on their purchasing decisions.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the most popular social networking site in the world.

Twitter is a hybrid of a social networking site and a micro-blogging site that asks users one simple question: “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?”

Marketers recognize that the impact of consumer-generated material like blogs and wikis and their \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to online consumers increased a great deal.

Businesses can also share their corporate messages in more visual ways through media sharing \_\_\_\_\_\_\_\_.

Media sharing sites allow marketers to share photos, videos, and podcasts. They are more limited in scope in how firms interact with consumers. They tend to be more promotional than reactive. The most popular media sharing sites include: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Firms can promote their products, but they usually do not interact with consumers through personal messages or responses. However, the popularity of these sites provides the potential to reach a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ audience of consumers.

Podcasts are audio or video files that can be downloaded from the Internet via a subscription that automatically delivers \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to listening devices or personal computers.

Podcasting offers the benefit of convenience, giving users the ability to listen to or view content when-where they choose. The markets podcasts reach are ideal for marketers, and they impact consumer \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Games and programs allowing viewers to develop avatars that exist in an online virtual world have exploded in popularity. It is estimated that consumers spend 32% of their time with mobile apps on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

By interacting with the public \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, businesses hope to connect with younger generations of consumers in entirely new ways.

As digital marketing becomes increasingly sophisticated, consumers are beginning to utilize mobile devices, like smartphones, as a highly functional communication \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Mobile phones have become an important part of our everyday lives and can even affect how we \_\_\_\_\_\_.

It is estimated that shoppers who are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by their phones in-store increased their unplanned purchases by more than 12%.

Applications are adding an entirely new layer to the marketing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, as Americans are estimated to spend 85% of their time on smartphones using apps.

The most important feature of apps is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and cost savings they offer to the consumer.

Certain apps allow consumers to scan a product’s bar code and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ it with the prices of identical products in other stores.

Mobile apps can enable customers to download in-store \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Mobile \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are also gaining traction.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are small bits of software on a website, desktop, or mobile device that perform a simple purpose, such as providing stock quotes or blog updates.

Marketers might use widgets to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ news headlines, clocks, or games on their web pages.

Widgets are an innovative digital marketing tool to personalize web pages, alert users to the latest company information, spread awareness of the company’s products, and enhance relationship marketing between \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Customer-generated communications and digital media connect consumers as never before. These connections let consumers share information and experiences w/o company \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, so they get more of the “real story” on product or company features.

In many ways, these media take some of the professional marketer’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to control and dispense information and place it in the hand of the consumer.

While consumers use digital media to access more product information, marketers can use the same sites to get better and more targeted information about the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Marketers need to consider what proportion of online consumers are creating, conversing, rating, collecting, joining, or simply reading \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ materials.

As in traditional marketing efforts, they need to know their \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Marketing research and information systems can use digital media and social networking sites to gather useful information about consumers and their \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Sites such as Facebook and Twitter can be good substitutes for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Online surveys can serve as an alternative to mail, telephone, or personal interviews.

Crowdsourcing describes how marketers use digital media to find out the \_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_ of the crowd (or potential markets).

Consumer \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is an important part of the digital media equation. Online ratings and reviews are estimated to influence the buying decisions of approx. 90% of U.S. consumers.

Most online shoppers search the Internet for ratings and reviews before making major purchase \_\_\_\_\_\_\_.

Digital media forums allow businesses to monitor what customers are saying, and businesses have \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to communicate with their customers to address questions or complaints.

The extraordinary growth of information technology, the Internet, and social networks has generated many \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ issues for consumers and businesses.

To be successful in business, you need to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ much more than how to use a social networking site to communicate with friends.

Developing a strategic understanding of how digital marketing can make business more efficient and productive is increasingly \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

If you are thinking about becoming an entrepreneur, then the digital world can open doors to new \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.