

10 가

I. 가

1.

1)

- ◆ (profit-based)
- ◆ (sales-based) : , → 가
- ◆ (quality-based)
- ◆
- ◆ :
- ◆ : 가

2)

- 3) 가(): ◆ , ,
- ◆ SRAC vs LRAC
 - ◆ (experience, learning curve): , PLC

4)

2.

1)

- 가 (demand curve)
- ◆ 가 : , ,
 - ◆ 가 - (pure competition)
 - (monopolistic competition)
 - (oligopolistic competition)
 - (pure monopoly)

2)

- ◆ 가 가
- ◆ : , , ,

3) , 가 ,

4) , , , ()

II. 가격

1. 가격 (Cost – Based Pricing)

1) 가격 (Cost-plus Pricing):

$$\text{가격} = \frac{\text{원가} + \text{마진}}{\text{판매량}}$$

2) 가격 (Markup Pricing):

$$\text{가격} = \frac{\text{원가}}{(1 - \text{마진})}$$

3) (Breakeven Analysis):

$$(\text{판매량}) = \frac{\text{고정비용}}{\text{가격} - \text{변동비용}}$$

$$(\text{판매량}) = \frac{\text{고정비용}}{1 - \text{변동비용율}}$$

4) (Target Profit Pricing): ROI 가격

$$\text{가격} = \frac{\text{원가} \times (1 + \text{ROI})}{\text{판매량}}$$

2. 가격 (Value-based, Customer-based Pricing)

1) 가격 (Direct Price-rating Method)

2) 가격 (Direct Perceived-value-rating Method)

3) (Diagnostic Method)

4) EDLP vs High-Low Pricing

3. 가격 (Competition-based Pricing)

1) 가격 (Going-Rate Pricing)

2) 가격 (Sealed-Bid Pricing): X

➔ 가격 (Combination Pricing)

11 가

I. 가

◆ , 가

Premium Strategy, Overcharge Strategy, Good-Value Strategy, Economy Strategy

1. 가 (Market –Skimming Pricing) - , R&D

-

◆ -
- not too high
-

2. 가 (Market Penetration Pricing) - ,

◆ - 가
- 가
- , volume

II. 가

1. 가 (Product Line Pricing, Price Lining):가 (Price Steps)

2. 가 (Optional-product Pricing)

3. 2 가 (Captive-Product Pricing, Two –Part Price,)

) : +
:

4. **By-product Pricing**

5. 가 (Product Bundling Pricing):

III. 가 (Price-Adjustment Strategies)

1. (Discount & Allowance Pricing)

, , (=), , (allowances, trade-in or promotional allowances)

2. 가 (Segmented Pricing)

- 1) (customer-segment pricing)
- 2) (product-form pricing)
- 3) (location pricing)
- 4) (timing pricing)

3. 가 (Psychological Pricing)

- 1)가 (price-quality association)
- 2) 가 (reference price)
- 3) 가 (odd pricing)

4. 가 (Promotional Pricing): loss leaders, special event pricing, cash rebate,
low-interest financing, longer warranties, free maintenance

*

5. 가 (Geographical Pricing)

- 1)FOB-Origin pricing
- 2)Uniform-delivered Pricing
- 3)Zone Pricing
- 4)Basing-Point Pricing
- 5)Freight-absorption pricing

6. 가 : , , , , ,

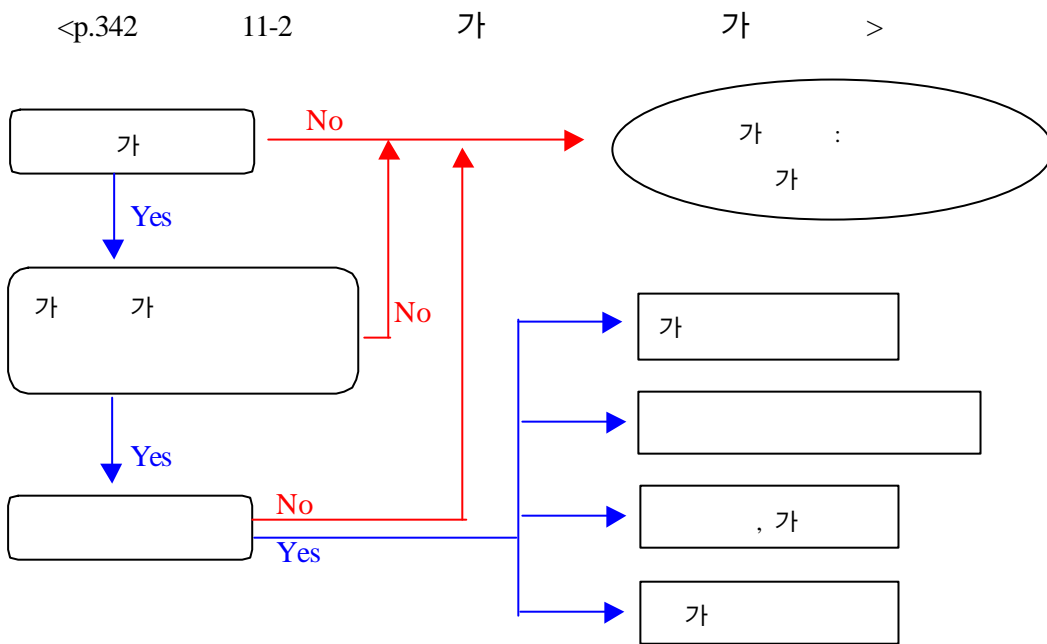
IV. 가

1. 가

- 1) 가 -excess capacity, 가
- 2) 가 - , 가

2. 가

3. 가



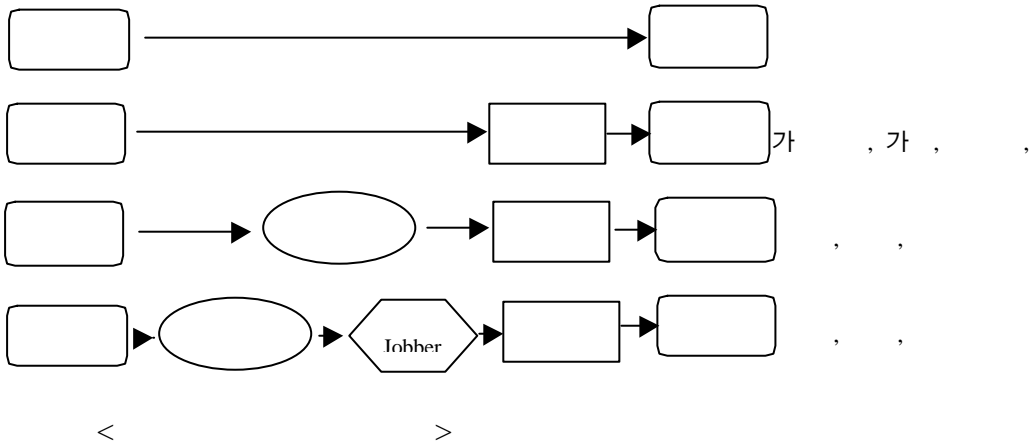
I.

1. :

2. : , , (time, place, possession efficiency)

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)

3. : ,



II.



(Conventional Distribution System): , ,

→ , , , , , 가 ,
...

1. (VMS): ...
 , , 가

- 1) (corporate) VMS
- 2) (contractual) VMS
 - ① (wholesaler-sponsored voluntary chain)
 - ② (Retailer Cooperative)
 - ③ (Franchise Organization)
 - a. -
 - b. -
 - c. -
 - d. -
- 3) (administered) VMS: , ,

→ , , 가

2. (Horizontal Marketing System)

- follow
- , , (synergy effect) 가

3. , (Hybrid Marketing Sys., Multi-channel Distribution Sys.)

-
- 가

III.

1. : , ,

2. : , , , ,

3. : (coverage) ()

1) (Coverage): (Intensive) ----- (Selective) ----- (Exclusive)

2) - Postponement- speculation

-

-

- (, , , ,)

4. 가: , ,

IV.

1.

2.

3. 가

V.

1.

- _____ + (, , , ,)
- push vs pull

2.

- 1) (, ,)
- 2) (stock out, , ,)

3.

- 1) (Order Processing)
- 2) (Warehousing)
- 3) (Inventory)
- 4) (Transportation)
 - ◆ : speed, dependability, capability, availability, cost
 - ♣ – Containerization
- 5)

4.

- 1) Cross-Functional Teamwork inside the Company
- 2) Building Channel Partnership
- 3) Third-Party Logistics

I.

(Retailing):

II.

1.

- 1) self-service retailers
- 2) limited-service retailers
- 3) full-service retailers

2.

(product line, length & breath of product assortment)

- 1) (Specialty Store):
- 2) (Department Store): , ,
- 3) :
- 4) : , 24 ,
- 5) (Discount Store): 가 , , ,
)K-mart, , Wal-mart, E-Mart
- 6) (Super-center): + , Wal-Mart ,)
= (Hyper Market): ,
, ,
+ ())
- 7) (GMS: General Merchandising Store):
)Sears, (J.C. Penny)
,
- 8) (Membership Wholesale Club): Price Club, Kim' s Club
- 9) (Factory Outlet): .
, ,
- 10) ()
- 11) (Special Discount Store, Category Killer) : Toys 'R' us, Staples, Home Depot ...

3.

- 1.
- 2.
3. (DM)
 - 1)
 - 2)
 - 3) TV
 - 4) ()

4. 가

- 1) Discount Stores
- 2) Off-Price Retailers: Independent off-price retailers
Factory Outlets
Warehouse clubs
- 3) Catalog Showrooms

4.

- 1) :) Fayva, Tower Records, Pottery Barn
- 2) :) IGA
- 3) cooperatives
- 4)
- 5) Merchandising conglomerates: Woolworth

III.

1. (STP) → ()
2. : 4P's
(가 , , ,)

IV.

- 1.
2. (가 vs) →
3. (가)
4. Intertype 가

5. Megaretailers (rise): , alliances,
Mergers, acquisition → power 가
6. Technology
- 7.
8. “communities”, “hangouts”

V.

1. :

2.

- 1) **(merchant wholesaler):** , , , ,
 - (, ,)
 - (, , ,)

- 2) :
 -
 - (?)
 -
 -

3)

3. ,

- 1)
- 2)

VII. Trend

- ◆90 - 가
- 가
-

I.

◆ =

- 1.
2. : , ,
3. : ,POP , 가 ,
4. PR:
5. : , ,

II.

1. (sender):
2. (Encoding):
3. (Message):
4. (Media):
5. (Decoding):
6. (Receiver):
7. (Response):
8. :
9. (Noise):

III.

◆ , ,

1.
: what, how, when, where, who
2.
: awareness → knowledge → liking → preference → conviction → purchase
(buyer-readiness stages)
◆ “good deeds followed by good words”

3. (AIDA)

1)

- ◆ (rational appeal)- , , 가 ,
- ◆ (emotional appeal): , , , ,
- ◆ (moral appeal)

2)

- ◆ vs
- ◆ (one-sided) vs (two-sided)
- ◆ (vs)

3)

(): , , , ,

4.

1)

- : ◆
- ◆ , 가 (word-of mouth)
- ◆ opinion leaders

2)

- : ◆ - , , ,
- ◆
- ◆

2.

- ◆ :

3.

(Feedback)
가

IV.

1.

- ◆가 (affordable method)
- ◆ (percentage-of sales method)
- ◆ (competitive-party method)
- ◆ (objective-and-task method)

2.

	가	
	/ ... 가	()
	Loyalty	
	가	
(PR)	가	
	/	
	, , ,	

3.

1) push vs pull

◆push : push

◆pull :

2) / ◆ - pull (> > >)

◆ - push(> > >)

3) ◆ → , PR

◆ , , → ()

◆ → ,

4)

◆ : PR (→)

◆ : PR

◆ :

◆ : PR 가

§

V.

1.

1)Mass → Segmented

2) Segmented

2. (IMC)

VI.

15 (, , PR)

I. 가

(AMA)

, 가
- , , ()

II.

1.

- what, to whom, when, what

- , , ,

2.

: PLC , , , ,
 , , ...

3.

:

1) (copy):PLC →
→
→
→ (reinforcement)

2) :

3) : ♦ (slice of life)

♦

♦ (,)

♦

♦

♦ (, 가)

♦

♦

♦

♦

4)

♦ (reach)- (%)

- ◆ (frequency)- 가
- ◆ (impact)- 1 (TV vs Radio)
- ◆ (media type)→ (media vehicles)
- ◆
- , , , ,
- ◆ (): , , , , , ,

) : 100

: 70

: 3

: 1.5

1

→ 3,150 .

♣ 가→ 가 vs →
♣ : CPM(cost per thousand exposures) (>)

	1 , , ,	, , ,	가 가	
	, , ,	, , ,	가 , 가	
	: 15, 20, 30	, ,		가
TV	: 15, 20, 30	, / ,	, 가	
			, , , 가	가 가
		, ,	, 가 , 가	junk mail ,

(p. 445 18-3)

4. 가

1)

– 가, ,
– , (recognition),

2)

5.

6. : vs

III.

-

◆ : 가

◆ :

-

1.

1) - ,

-

-

2) -

- 가

-

-

-

가

2.

1)

2) : , ...

3) ; , ,

4)

5)

6) 가

3.

1)

, , (cash refund, rebate), (price pack, cent off deal),
(), Advertising specialties(), (patronage
rewards), (POP promotion), (tie-in-promotion),
, (prize), (free trial), contests, sweepstakes, games

2)

(trade promotion)

◆Discount(price-off, off-invoice, off-list):

◆Allowance

) , , , , , ,
,

3)

: conventions, trade-shows

4.

: , , , ,

5.

6.

IV. (PR)

1. PR : , , ,

2. PR

1)

2)PR

3)PR 가

I.

1. : , . , , , ,
(Two-way Communication)
2.
 - 1) (order getter)
 - 2) (order taker)
 - 3) (support personnel): (missionary salespersons),
(trade salesperson), (technical person)
3.
 - 1) (Prospecting & Qualifying)
 - 2) (Preapproach)
 - 3) (Approach)
 - 4) (Presentation & Demonstration)
 - 5) (Handling Objections)
 - 6) (Closing)
 - 7) (Follow-UP)

II.

1. , , , , ,
- 2.
3. : , , , , ,
가
4. : , , , , , ,
5.
 - 1)
 - 2)
 - 3)