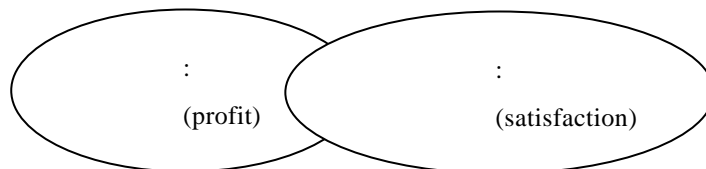


1

I.

◆ : 가 () , ()



1. Needs, Wants, Demands

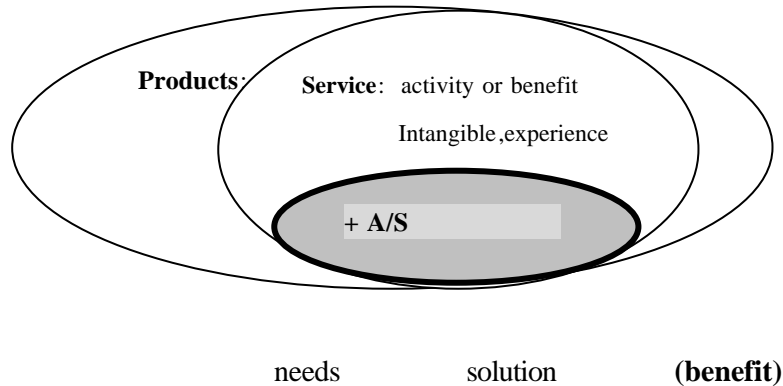
1) **needs** : feel of deprivation()

2) **wants**: need + culture, individual personality etc.

3) **demands** : backed by buying power

→ marketing : - needs wants

2. Products and Services



3. Value, Satisfaction & Quality

1) **customer value** : gain – cost(perceived value)

2) **satisfaction**: **expectation** vs **product performance**

3) **quality**: no defect → customer satisfaction (TQM)

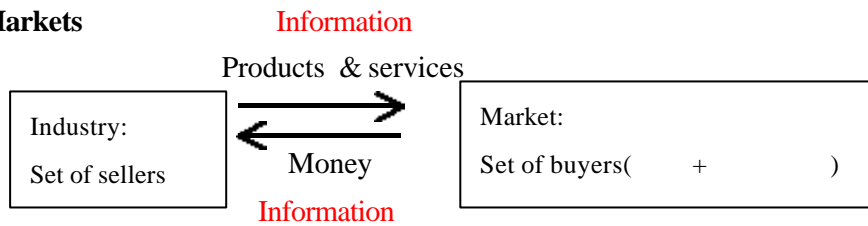
4. Exchange, Transactions & Relationships

1) **exchange** : offer & return

2) **transaction**: 가 exchange

3) **relationship marketing**: process

5. Markets



II.

- target exchange
- 1) demand marketing:
- 2) relationship management:

III.

1. **Production Concept:** distribution efficiency
2. **Product Concept:**
3. **Selling Concept:** profit through selling, push /mass
4. **Marketing Concept:** profit through customer satisfaction, pull/customized
5. **societal marketing concept:** societal well-being (, ,)



IV. Marketing Challenges

+ (internet) ...→ globalization

가

2

I.

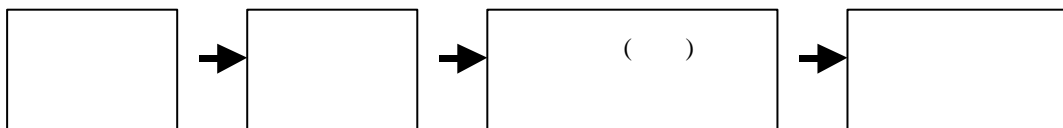
1.
 - 가
 - 가
 -

2.

- 1)
- 2) _____ - ()
(strategic fit) ,

- 가
- the process of developing and maintaining a strategic fit between the organization's goals and capabilities and its changing marketing opportunities

3.

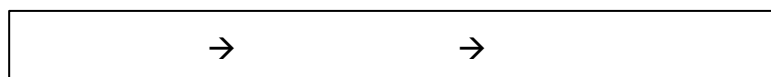


1)

- statement
- should be - **fit market environment**
- **based on its distinctive competencies**
- basic questions - What is our business?
 - Who is our customer?
 - What is value to customer?
 - What will our business be?
 - What should our business be?

2)

- (→), , 가 ,



3)

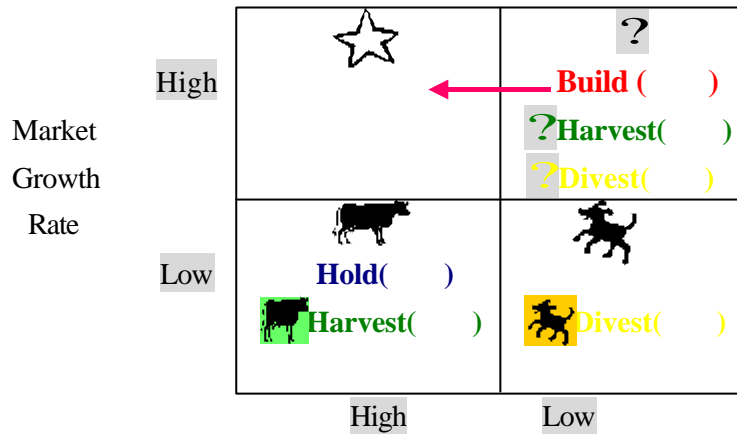
①

– (SBU)

- 가

◆ BCG 's growth-share matrix -

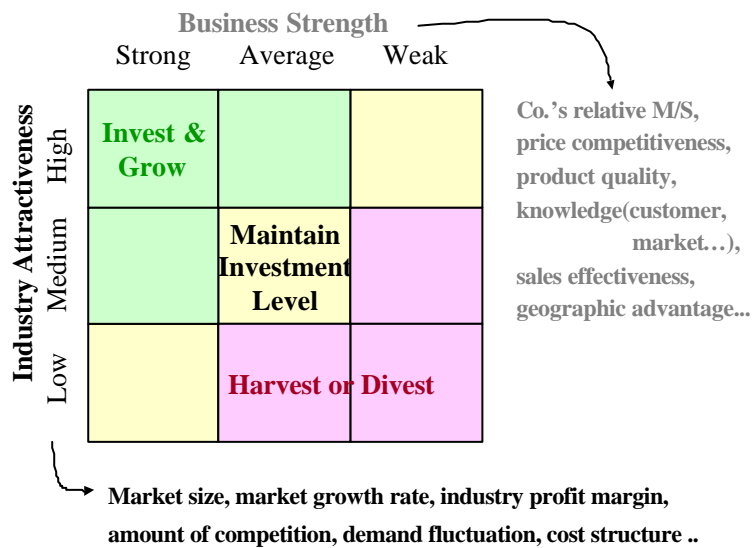
(Build), (Hold),
(Harvest), (Divest)



(Relative Market Growth)

(p.39 Figure2-2 The BCG growth-share matrix)

◆ GE strategic business-planning grid – BCG



P. 40 Figure 2-3 GE's Strategic Business-Planning Grid

◆ Matrix Approach – , ,
가

②

) Product/market expansion grid

	(Existing Product)	(New Product)
(Existing Market)	(Market Penetration)	(Product Development)
(New Market)	(Market Development)	(Diversification)

◆ : 가 , .
:
:
:

③

-
- ()

III.

IV.

1.

1) (Market Segmentation):

,

2) (Market Targeting):

가

,

가

3) (Positioning):

2. (Competitive Advantage)

3.

- 1) (Product):
- 2) 가격 (Price): ()
- 3) (Promotion):
- 4) (Place):

V.

◆ (analysis) → (Planning) → (Implementation) → (Control)

◆ : “ ” () ,

I. (Micro Environment)

1. : TOP management finance, accounting, Purchasing, manufacturing, R&D

2.

1) value delivery system (marketing channel firms)

① suppliers

② resellers

③ physical distribution firms(warehouse, transportation etc.)

④ mkt services agencies(adv. Agencies, mkt research, media, mkt consulting firms etc)

⑤ financial intermediaries: bank, credit companies, insurance companies etc.

2) Customers

3) Competitors

4) Publics: 가

II. (Macro Environment)

1. Demographic Evt.: , , , , ,

2. Economic Evt.: consumer buying power and spending pattern

3. Natural Evt.

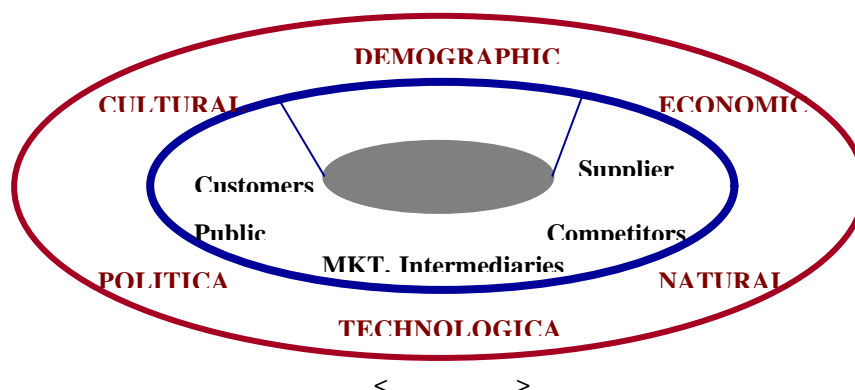
4. Technological Evt.:

5. Political Evt.:

6. Cultural (& Social) Evt.: , 가 , , , ,

institutions and other forces

→ aggressive Environmental Management Perspective 가



I. (MIS)

,

1. - 가 .
 - “ ” 가 .
 - “ ” 가 “ ” “ ”

2. MIS

1) Internal Data: , , 가 , , POS data

*Customer Information Sys.: , , , 가 (scanner data)

2) Marketing Intelligence: ,

3) **Marketing Research**: primary data

➡ Information Analysis: ?

3. Distributing Information

II.

1. :



- 1) (exploratory research) - 가 , 가
 - , 가 ,
- 2) (descriptive research) - ,
- ,
- 3) (causal research) -

2. : ,

◆ 1 : , , ,

- 1) : (Observational Research), (Focus Group Interview), (Depth Interview), (Survey Research), (Experimental Research)

2)

- ① : 가 가 ,
가 .
- ② : 가
가 가 , bias
가 .
- ③ : 가 , bias
가
- ④ Online : 가 bias
가 가 ,
가

3) : (,)

- ① :
- ② :
- ③ : vs
 - - (simple random sampling)
 - (stratified sampling)
 - (cluster sampling)
 - - (convenience sampling)
 - (judgement sampling)
 - (quota sampling)

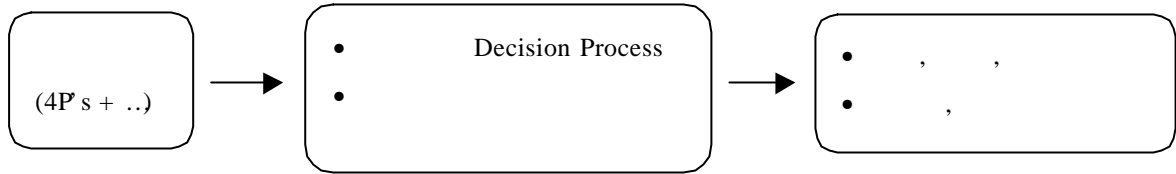
4)

- ① - , ,
-
 - (closed question):
 - (open-ended question):
- ② : Observational Research

3.

4.

I.



II.

1. : 가 , , , 가
 - 1) (Culture): 가
 - 2) (Subculture): , , ,
 - 3) (Social Class) - 가 , ,
- + , ,
2. : , 가 ,
 - 1) (Group): (Reference Groups) (aspirational group),
(Opinion Leaders)
 - 2) 가 (Family): - , , (influencer , decider, buyer, user role)
- , (involvement) → , ,
- :) : back-seat consumers
 - 3) (Roles & Status)
3.
 - 1) , (Age, Life-Cycle Stage):
 - 2) (Occupation)
 - 3) (Economic Situation):
 - 4) (Lifestyle): (AIO dimension) → 7
 - 5) , (Personality, Self Concept):
 - (Personality) -
 - (Self – Concept) → possessions “We're what we have”
- gap(?)

4.

- 1) (Motivation) - ,
- , 가
- 2) (Perception) - , , ,
• (selective attention),
• (selective distortion)-

• (selective retention)
↔ subliminal advertising?
- 3) (Learning) - ()
- drives, stimuli, cues, responses, reinforcement
- 4) (Beliefs & Attitudes): 가()
• :
• : 가, , 가
→

III.



1.

- 1) (Complex Buying Behavior): ,
 , 가 .
- 2) (Dissonance-Reducing Buying Behavior): 가 ,
 → postpurchase dissonance

2.

- 1) (Habitual Buying Behavior): 가
 ,
- 2) (Variety-Seeking Buying Behavior)
 - ,
 -

IV.

1. (Need Recognition): ,
2. (Information Search):
 - :
(personal, commercial, public, experiential sources)
3. 가(Evaluation of Alternatives):
 - , (salience), ,
 - 가 가 가
 - 가 : 가
- ,
4. (Purchase Decision): (significant others)
 - → → → →
5. (Postpurchase Behavior): vs
 - (satisfaction)
 - (attribution)
 - (cognitive dissonance):
(psychological discomfort)
→ (rationalization process)

V.

1.
 - 1) (awareness): ,
 - 2) (interest):
 - 3) 가(evaluation):
 - 4) (trial):
 - 5) (adoption):

2.

- 1) (Innovators):
- 2) , (Early adopters):
- 3) (Early Majority):
- 4) (Late Majority): , 가
- 5) Laggards: ,

3.

- 1) (Relative advantage)
- 2) (Compatibility): 가 ,
- 3) (Complexity):
- 4) (Divisibility): 가 (lease)
- 5) (Communicability): ,
(demonstration)
- 6) :

approval

VI.

- ◆ (standardization) (differentiation)

6

◆ (Consumer Market):

◆ (Business Market):

I. (Business Markets)

1.

1) (Structure and Demand):

(derived demand)

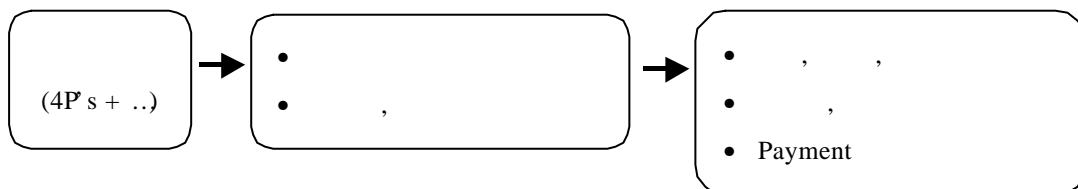
Fluctuating demand

2) (Nature of the Buying Unit): 가

3) (Types of Decisions & the Decision Process): , ,

, , ,

2.



II.

1. (Types of Buying Situations)

1) (straight rebuy)

2) (modified rebuy)

3) (new task)

◆ System buying

2. : , (buying center)

- 1)
- 2)
- 3)
- 4)
- 5) Gatekeepers

3.

- 1) (Environmental factors): , , , ,
- 2) (Organizational factors)
- 3) (Interpersonal factors)
- 4) (Individual factors)

4. (The Business Buying Process)

- 1) (Problem Recognition)
- 2) (General Need Description)
- 3) (Product Specification): 7/ (value analysis)
- 4) (Supplier Search)
- 5) (Proposal Solicitation)
- 6) (Supplier Selection)
- 7) (Order-Routine Specification)
- 8) (Performance Review)

III. Institutional and Government Markets

1. Institutional Markets
2. Government Markets

I (Market Segmentation)

1.

- 1) (Market Segmentation) :
- 2) (Market Targeting): 가 가
- 3) (Market Positioning):

2.

- 1) (Mass Marketing): , ,
“One size fits all”
- 2) (Product-Variety Marketing)
- 3) (Segment Marketing):
- 4) (Niche Marketing)
- 5) (Micro marketing): “One size fits only one”

3. (Bases for Market Segmentation)

- 1) (Geographic): 가, , ,
 - 2) (Demographic): , , 가 , FLC,
 , ,
 - 3) (Psychographics): , , ,
 - 4) (Behavioral): , , , (status), (rate),
 , ,
- ◆ :) Geodemographic

4. (Business Market Segmentation)

, , , ,
... (customer size, geographic location)
가 ?

- 1) Programmed Buyers
- 2) Relationship Buyers
- 3) Transaction Buyers
- 4) Bargain Hunters

5. (International Market segmentation)

◆ Intermarket Segmentation

6.

- 1) 가 (Measurable):
- 2) (Accessible): 가
- 3) (Substantial): ,
- 4) (Differentiable)
- 5) 가 (Actionable)

II. (Market Targeting)

1. 가

- 1) (,)
- 2) - , , ,
- 3)

2.

- 1) (Undifferentiated Marketing)
- 2) (Differentiated Marketing):
- 3) (Concentrated Marketing):
- 4) (Niche Marketing):

3. (Choosing a Market-Coverage Strategy)

- 1) (Company Resources)
- 2) (Variability)
- 3) (Product's Life Cycle)
- 4) (Market Variability)
- 5) (Competitors' Marketing Strategies)

III. (Positioning)



:

, ,

1.

- 1) (Product attributes)
- 2) (benefits)
- 3) (usage Occasions)
- 4) (certain class of user)
- 5) (against or away from competitors)
- 6) (class)

2.

- 1) (competitive advantage)
 - ① - , , (durability), repairability, reliability
 - ②
 - ③
 - ④

2)

✓ How many: avoid over or under positioning

✓ Which one: (Important) – 가 ,
(Distinctive)
(Superior)
(Communicable) – communicable & visible
(Preemptive) –
(Affordable) – 가
(Profitable) –

3)