

MARKETING MANAGEMENT

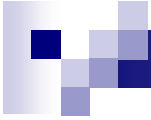
12th edition

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Gathering Information and Scanning the Environment


Kotler

Keller



Chapter Questions_1

- What are the components of a modern marketing information system?
- What are useful internal records?
- What is involved in a marketing intelligence system?



Chapter Questions_2

- What are the key methods for tracking and identifying opportunities in the macroenvironment?
- What are some important macroenvironment developments?



MIS Probes for Information

- What decisions do you regularly make?
- What information do you need to make these decisions?
- What information do you regularly get?
- What special studies do you periodically request?
- What information would you want that you are not getting now?
- What are the four most helpful improvements that could be made in the present marketing information system?



Internal Records

- Order-to-Payment Cycle
- Sales Information System
- Databases, Warehousing, Data mining
- Marketing Intelligence System



Steps to Improve Marketing Intelligence

- Train and motivate sales force
- Motivate channel members to share intelligence
- Network externally
- Utilize customer advisory panel
- Utilize government data resources
- Purchase information
- Collect customer feedback online



Needs and Trends

Fad

Trend

Megatrend



10 Megatrends Shaping the Consumer Landscape

- Aging boomers
- Delayed retirement
- Changing nature of work
- Greater educational attainment
- Labor shortages
- Increased immigration
- Rising Hispanic influence
- Shifting birth trends
- Widening geographic differences
- Changing age structure



Environmental Forces

- Demographic
- Economic
- Socio–Cultural
- Natural
- Technological
- Political–Legal



Population and Demographics

- Size
- Growth rate
- Age distribution
- Ethnic mix
- Educational levels
- Household patterns
- Regional characteristics
- Movement



Economic Environment

- \$ Purchasing Power
- \$ Income Distribution
- \$ Savings Rate
- \$ Debt
- \$ Credit Availability



Types of Industrial Structures

- Industrial economies
- Industrializing economies
- Raw-material exporting economies
- Subsistence economies



Social–Cultural Environment

- Views of themselves
- Views of others
- Views of organizations
- Views of society
- Views of nature
- Views of the universe



Natural Environment

- Shortage of raw materials
- Increased energy costs
- Anti-pollution pressures
- Governmental protections



Technological Environment

- Pace of change
- Opportunities for innovation
- Varying R&D budgets
- Increased regulation of change