

CHANNEL OF DISTRIBUTION: series of firms (or individuals) who participate in the flow of products from producer to final user.

- Promotion--telling and selling the customer

PERSONAL SELLING: direct spoken communication between sellers and potential customers. Personal.

MASS SELLING: communicating with large numbers of customers at the same time.

ADVERTISING: any paid form of nonpersonal presentation of ideas, goods, or services by an identified sponsor.



PUBLICITY: any unpaid form of nonpersonal presentation of ideas, goods, or services.

SALES PROMOTION: those promotion activities--other than advertising, publicity, and personal selling--that stimulate interest, trial, or purchase by final customers or others in the channel.

- Price--making it right
- Each of the four Ps contributes to the whole
- Strategy jobs must be done together

THE MARKETING PLAN IS A GUIDE TO IMPLEMENTATION AND CONTROL

- Marketing plan fills out marketing strategy

MARKETING PLAN: a written statement of a marketing strategy and the time-related details for carrying out the strategy.

IMPLEMENTATION: putting marketing plans into operation.

OPERATIONAL DECISIONS: short-run decisions to help implement strategies.

MARKETING PROGRAM: blends all of the firm's marketing plans into one "big" plan.

THE IMPORTANCE OF MARKETING STRATEGY PLANNING CREATIVE STRATEGY PLANNING NEEDED FOR SURVIVAL

- Focus on "best practices" for improved results