دانشگاه صنعتی شریف
دانشکده مدیریت و اقتصاد
عنوان درس:
مبانی بازاریابی و فروش
بخش چهارم:
تحصیلات بازار
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What Is Marketing?

The Marketing Process

Create value *for customers* and build customer relationships

- Understand the marketplace and customer needs and wants
- Design a customer-driven marketing strategy
- Construct an integrated marketing program that delivers superior value
- Build profitable relationships and create customer delight

Capture value *from customers* in return

Capture value from customers to create profits and customer equity
Collecting Information

Customers

Competitors

External Factors
Marketing Information System

People

Equipment

Procedures
Marketing Information System

Internal Records

Marketing Research

Marketing Intelligence
Marketing Intelligence

News and Trade Publications

Meet with customers, suppliers, distributors, and other managers

Monitor social media sites
Improving Marketing Intelligence

Sales Force

Establish industry network

External Experts

Customer Advisory Panel
Marketing Intelligence & the Internet

Independent Online Forums

Distributor or sales agents feedback sites

Customer review and expert opinion sites

Customer complaint sites
Using Marketing Intelligence

Share Information

Quickly
Internal Records

Order-to-Payment Cycle

Databases / Data Mining

Sales Information Systems
Analyzing the Macroenvironment
Demographic Environment

- Worldwide population growth
- Population age mix
- Ethnic and other markets
- Educational Groups
- Household patterns
The World as a Village

If the world were a village of 100 people:

- 61 – Asian (20 Chinese, 17 Indian)
- 18 – Unable to read (33 have cell phones)
- 18 – Under 10 years of age (11 over 60 years old)
- 18 – Cars in the village
- 63 – Inadequate sanitation
- 67 – Non-Christian
- 30 – Unemployed or underemployed
- 53 – Live on less than $2 a day
- 26 – Smoke
- 14 – Obese
- 01 – Have AIDS

Economic Environment

- Income
  - Prices
  - Savings
  - Credit
- Purchasing Power
- Debt

Consumer Psychology

Income Distribution
Ourselves

Nature

Society

Organizations

Others

Universe

Sociocultural Environment
Natural Environment

Environmental Regulations
Technological Environment

Accelerated pace of change

Unlimited opportunities

R&D Spending
Political-Legal Environment

Government Agencies

Laws

Special Interest Groups
Forecasting and Demand Measurement

Market
  - Size
  - Growth
  - Profit potential
Market Demand Functions

(a) Marketing Demand as a Function of Industry Marketing Expenditure (assumes a particular marketing environment)

(b) Marketing Demand as a Function of Industry Marketing Expenditure (two different environments assumed)
Estimating Future Demand

- Sales Force Opinions
- Buyer’s Intentions
- Forecasting
- Past Sales Analysis
- Expert Opinions
Marketing Research System

Market Research

Insight
The systematic design, collection, analysis, and reporting of data and findings relevant to a specific marketing situation facing the company.
Figure 4.1

Marketing Research Process

1. Define the problem and research objectives
2. Develop the research plan
3. Collect the information
4. Analyze the information
5. Present the findings
6. Make the decision
Step 1: Define the Problem

Focused inquiry
Step 2: Develop the Research Plan

Data Sources
- Secondary data
- Primary data

Sampling plan
Contact method

Research Approaches
- Observation
- Focus groups
- Surveys
- Behavioral data
- Experiments

Research instrument
- Questionnaires
- Qualitative measures
- Technological

Research instrument
Technological
Step 3: Collect the Information

- Online surveys
- Telephone surveys
- Interviews
- In-home surveys
Step 4: Analyze the Information
Step 5: Present the Findings
Step 6: Make the Decision

Research → Decisions
### Characteristics of Good Marketing Research

1. Scientific method
2. Research creativity
3. Multiple methods
4. Interdependence of models and data
5. Value and cost of information
6. Healthy skepticism
7. Ethical marketing
با تشکر از توجه شما