

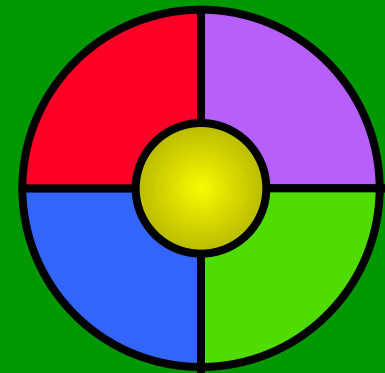
Basic Marketing

A Global-Managerial Approach

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Chapter 1:

Marketing's Role within Organizations



Marketing Defined



Micro-marketing

The performance of activities that seek to accomplish an organization's objectives by anticipating customer needs and directing the flow of need-satisfying goods and services.

Macro-marketing

A social process that directs an economy's flow of goods and services to effectively match supply and demand and to meet society's objectives.

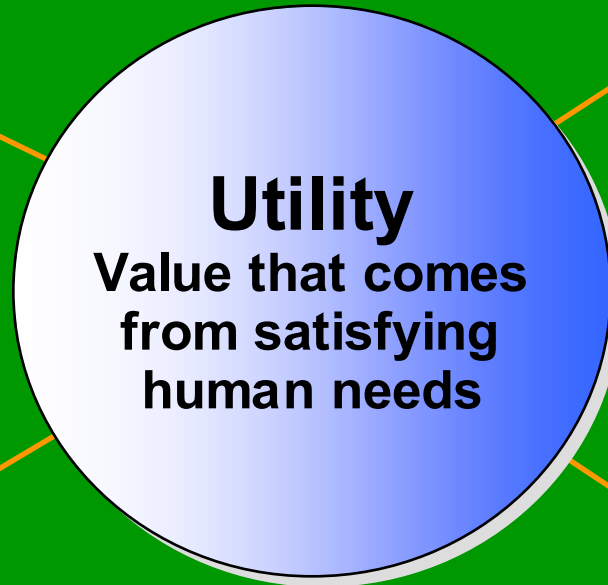
Utility and Marketing



From Production

Form

Task



Time

Place

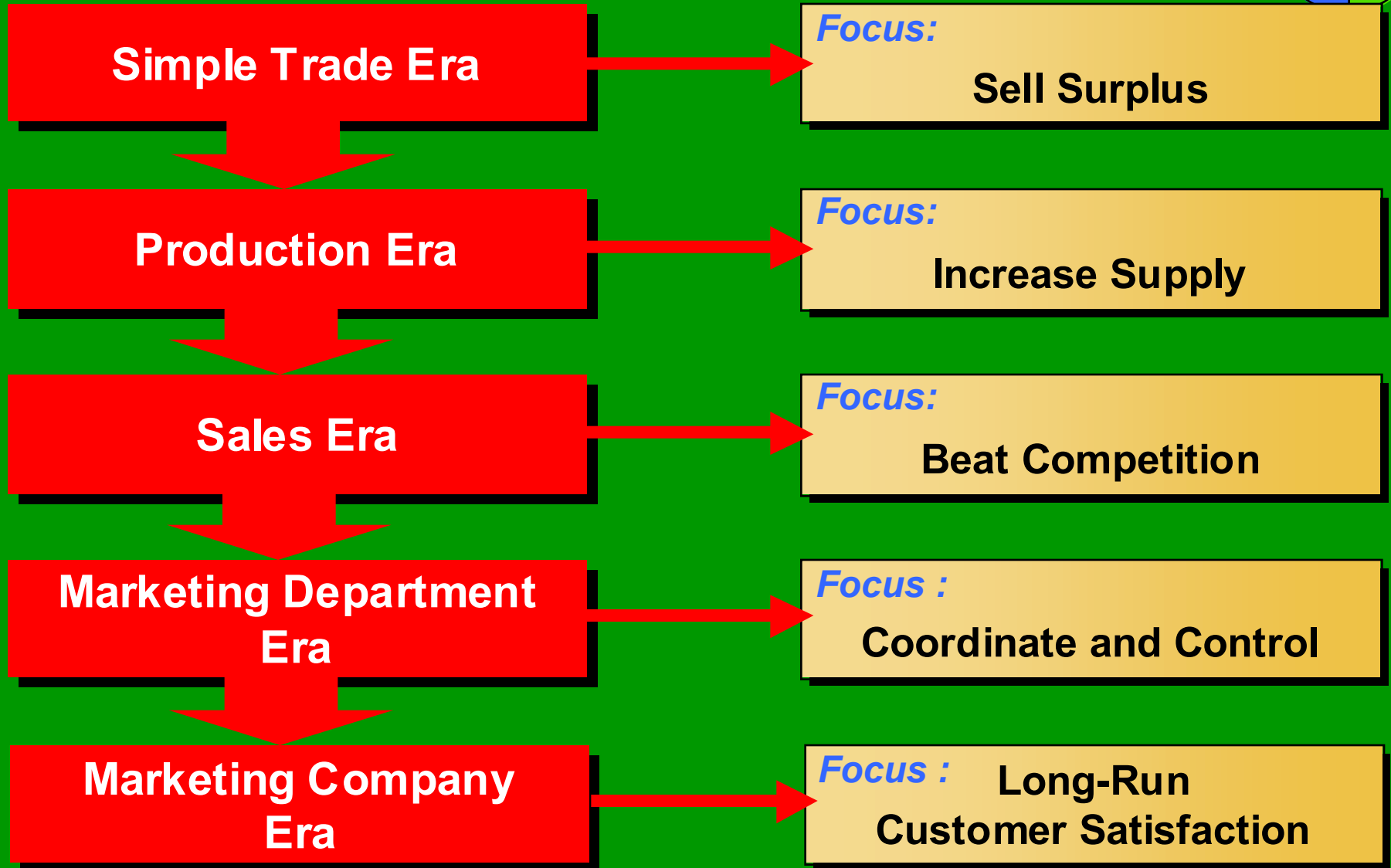
Possession

From Marketing

Exhibit 1-1

1-4

Marketing's Changing Role



The Marketing Concept

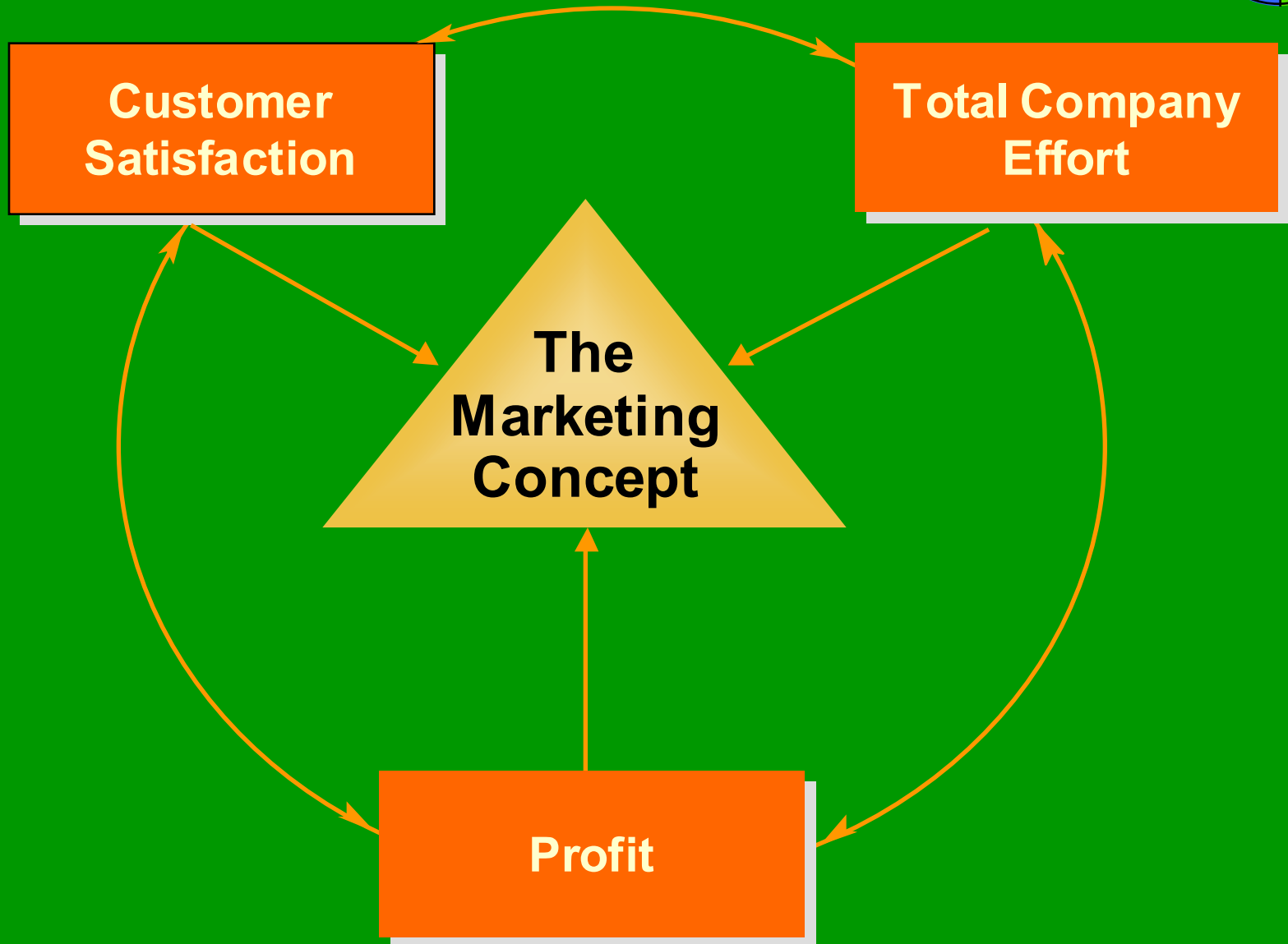
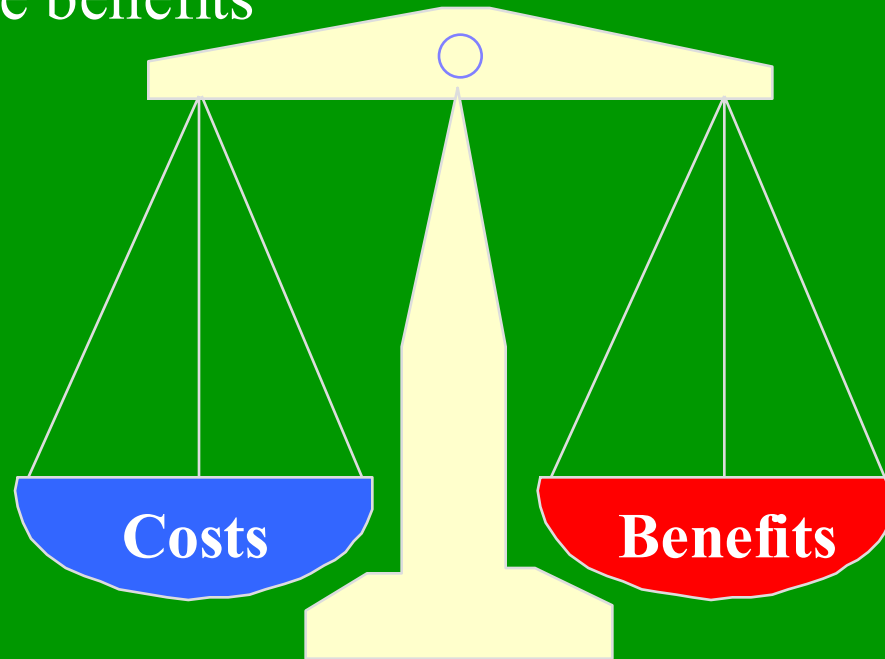


Exhibit 1-2

Customer Value Reflects Benefits and Costs



Customer value concerns the difference between the benefits a **customer sees** from a firm's market offering and the costs of obtaining those benefits



The customer's view of costs and benefits is not just limited to economic (or even rational) considerations--and a low price may NOT result in superior value.

Nonprofits Need Marketing, Too

