

Marketing – which terms you should know

Es ist durchaus möglich, dass hier Schreibfehler drin sind. Dies ist meine Vorbereitung auf den Wirtschaftsenglisch-Marketingteil. Dieser Zettel dient mir zur Vorbereitung und zum Überblick. Ich nehme in mit ins Auto, mit in den Zug, etc.

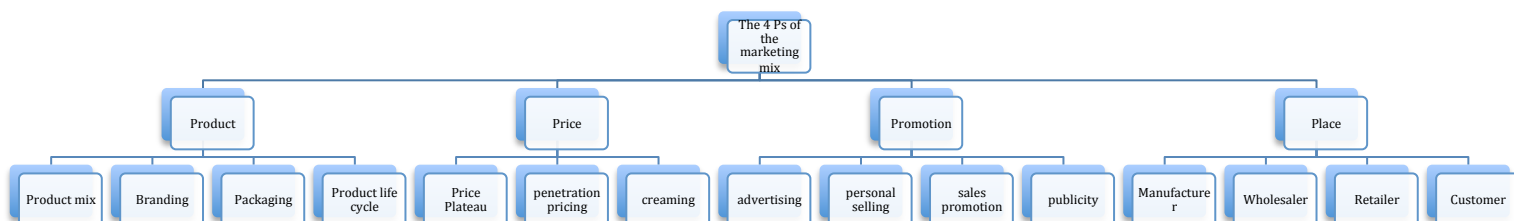
Ich hoffe, dass der Inhalt auch anderen hilft.

Businessplan

1. Business idea
2. Business organisation
3. Product/Service description
4. Manufacturing/Suppliers
5. Physical facilities
6. Management team / MD
7. Employees
8. Marketing
9. Logo, slogan
10. Financial projections
11. Supporting information

Steps of Marketing

Marketing is finding out what the customer needs, producing the right goods, pricing and promotion of produced goods, distributing the goods to the customer.



1. Market research – to know what the customer really needs for the firm to produce
2. Marketing Mix
 - 4 Ps – Product, Price, Promotion, Place (some count a 5th one, Packaging)
3. Market segmentation – dividing the market in special target groups for a product (Geographical, Demographic, buyer behavior).

4 Keys to practical marketing

1. Specialisation: Find a niche and dominate it.
2. Differentiation: Only enter a market when you can offer something different and unique
3. Segmentation: unlimited market segments – find yours.
4. Concentration: Concentrate long enough – you can be market leader.

Product lifecycle

Introduction ++
 Growth+
 Time Maturity o
 Saturation -
 Decline --

Marketing Plan

1. **Corporate Mission and Corporate Objectives**
2. **Marketing Audit**

External: PEST – political, economic, social, technology

Internal: sales, market share, profits, effectiveness of own marketing

3. **SWOT Analysis**

Putting the results of marketing audit in groups:

	Positive factors	negative factors
external:	opportunities	threats
internal:	strength	weaknesses

4. **Assumptions** – guess what will happen in the future
5. **Marketing Objectives** – goals in marketing: market share or sold units.
6. **Marketing Strategies** – what out of the 4 Ps will you use in which way?
7. **Identify Alternative plans** – Backup plans if anything fails.

Graphs and trends

Jump ++
increase +
drop –
decrease -
leveling off -
Fall --

Peak, huge rise, a slight fall, a plateau, upward trend, downward trend, a period of fluctuation, a dramatic fall / slump, a considerable increase,

Advertising

1. Informative Advertising – this is our product...
2. Persuasive Advertising – ist the best because of...
3. Generic advertising – drink milk – no matter what brand
4. Reminder advertising – hey, we`re still here
5. Reinforcement advertising – you bought it, good descision, no need to change
6. Comperative advertising – burger king`s fries are way better than mc donalds!

Advertising media

Radio and TV
Internet
Social Media
Search-Enginges
Printmedia (Newspaper, Magazines)
Cinema
Trade Fairs
Product Endorsement – Famous person recommending a product
Posters
Billboardings
Neon Signs
Product Wrapping
Balloons
Product Placements – Til Schweiger prominently uses an iPhone in his new movie.
Window Displays
Trade Journals

Sales promotion activities (often more short-term than advertising)

Special offers
Trading stamps
Sponsorship
Direct mailing
Personality Promotion – J.K. Rowling signs her books in our store!
Loss Leaders – HDMI cable for 1\$ -but please buy a 4k plasma TV!
Samples
Free gifts

Free draws – win something!

Competition – win somethin, but first answer this question!