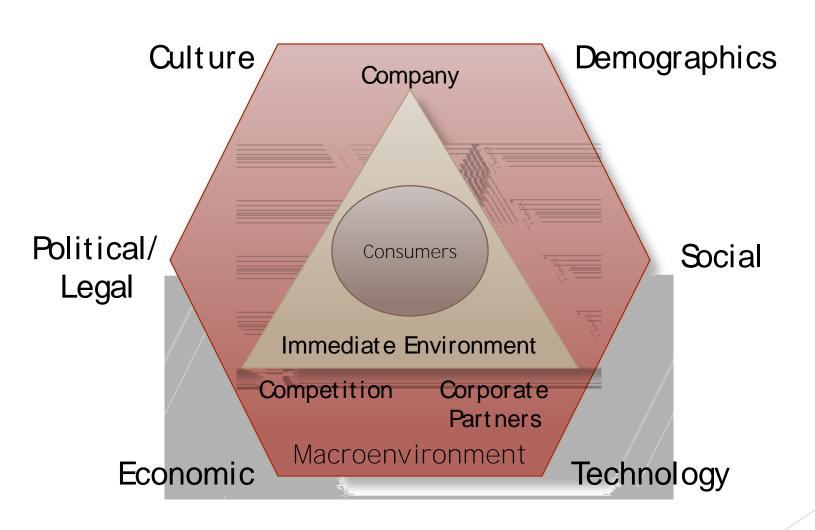
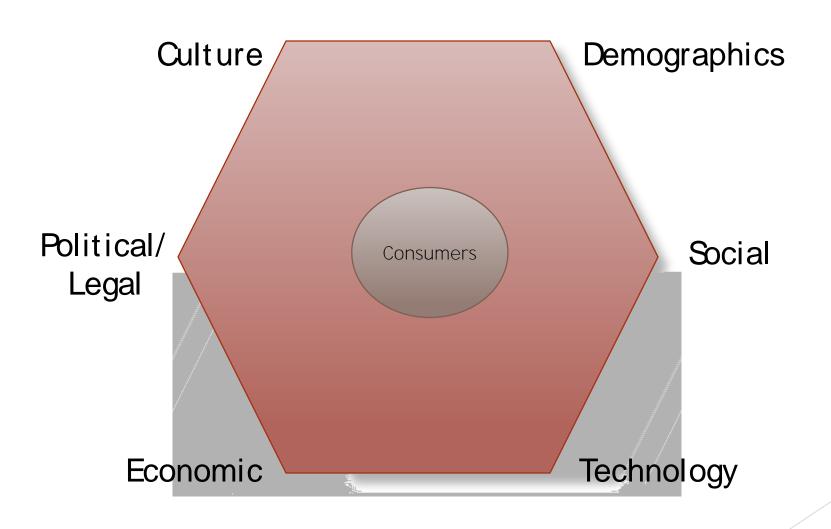
Marketing Refresher for MFT



A Marketing Environment Analysis Framework



Macroenvironmental Factors

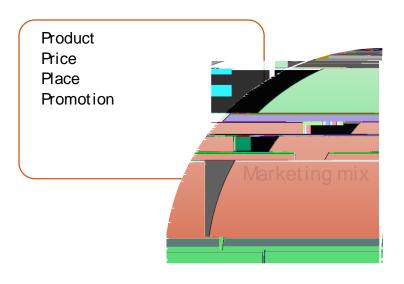


The Consumer Decision Process

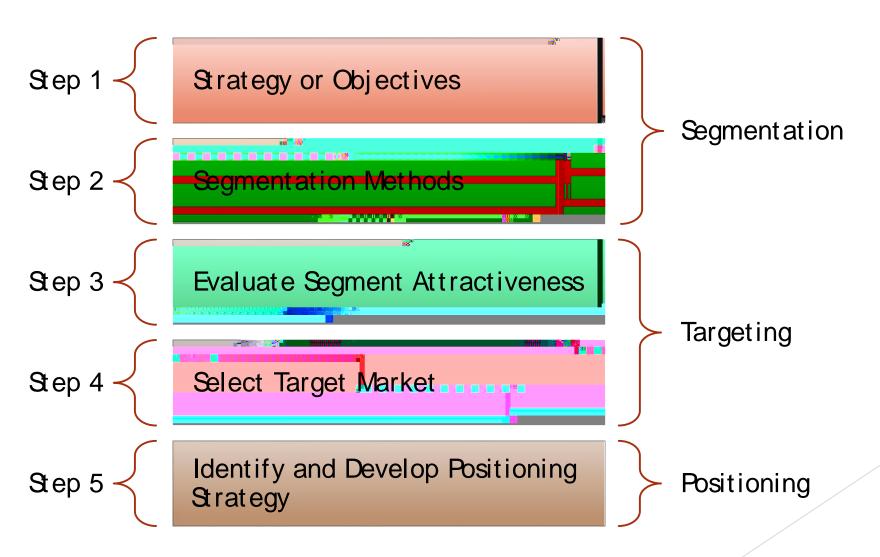




Factors Influencing the Consumer Decision Process



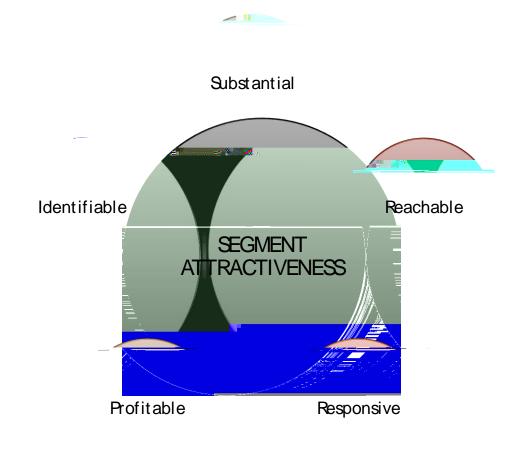
Segmentation, Targeting, Positioning Process



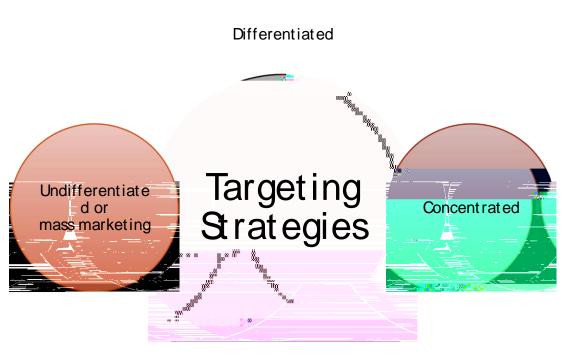
Step 2: Segmentation Methods

Segmentation Method	Sample Segments
Geographic	Continent: North America, Asia, Europe, Africa Within the United States: Pacific, mountain, central, south, mid-Atlantic, northeast
Demographic	Age, gender, income
Psychographic	Lifestyle, self-concept, self-values
Benefits	Convenience, economy, prestige
Behavioral	Occasion, loyalty

Step 3: Evaluate Segment Attractiveness

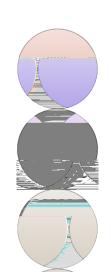


Segmentation Strategy



Micromarketing or one-to-one

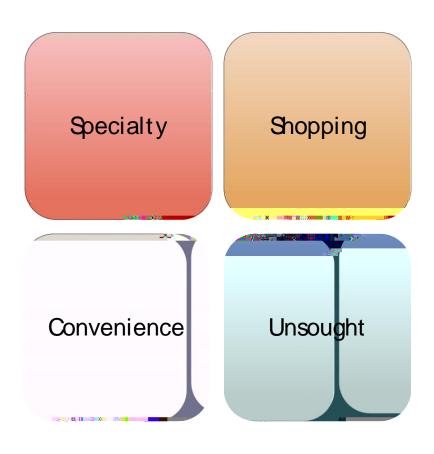
Positioning Steps



- 4. Determine consumer preferences.
- 5. Select the position.
 - Monitor the positioning strategy.



Types of Products

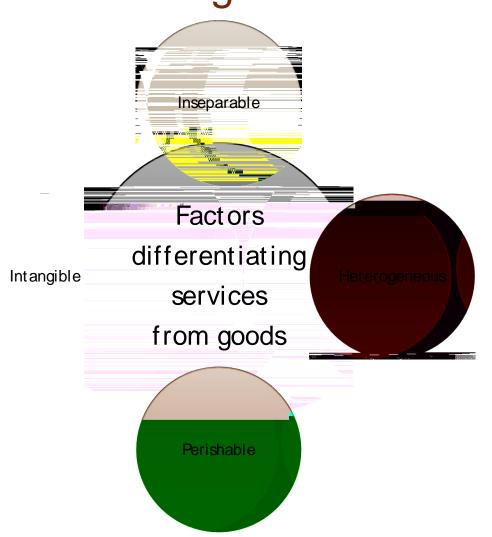


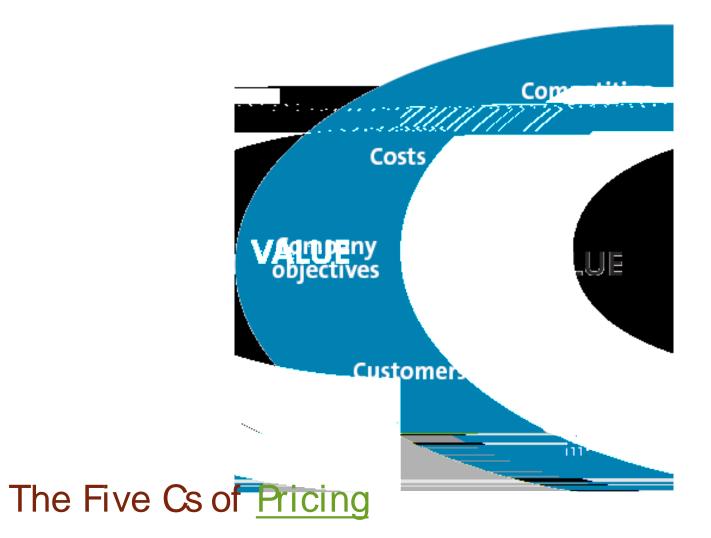
The Service/ Product Continuum



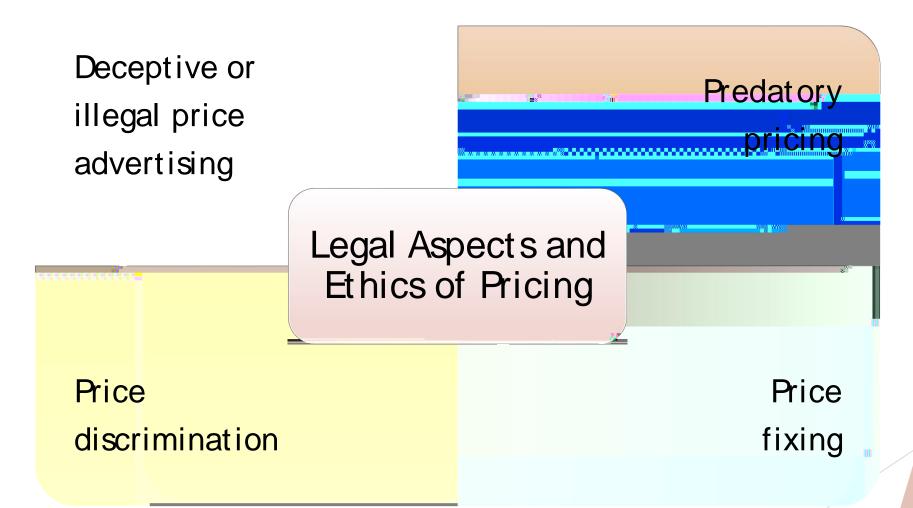
Most offerings lie somewhere in the middle

Services Marketing Differs from Product Marketing

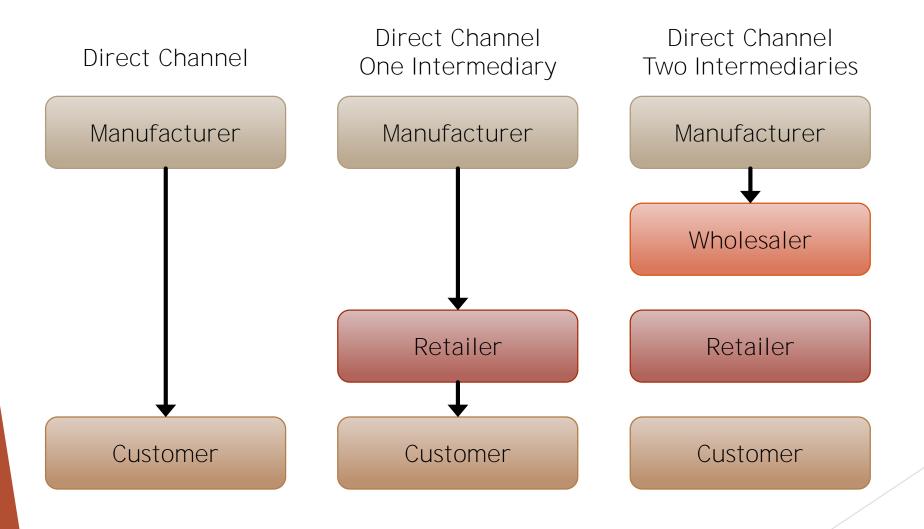




Legal Aspects and Ethics of Pricing

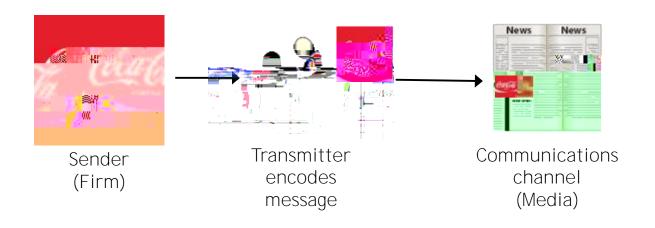


Designing Marketing Channels

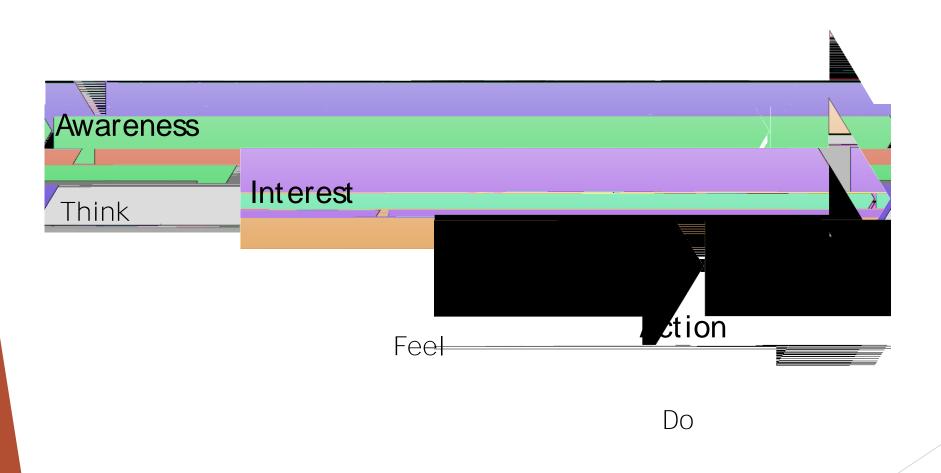


Benefits of Retail Stores for Consumers

Communicating with Consumers: The Communication Process



The AIDA Model



Advertising Objectives

