

relationships, value, and all that jazz!

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# In the beginning.....

- Product
- Price
- Place (distribution)
- Promotion

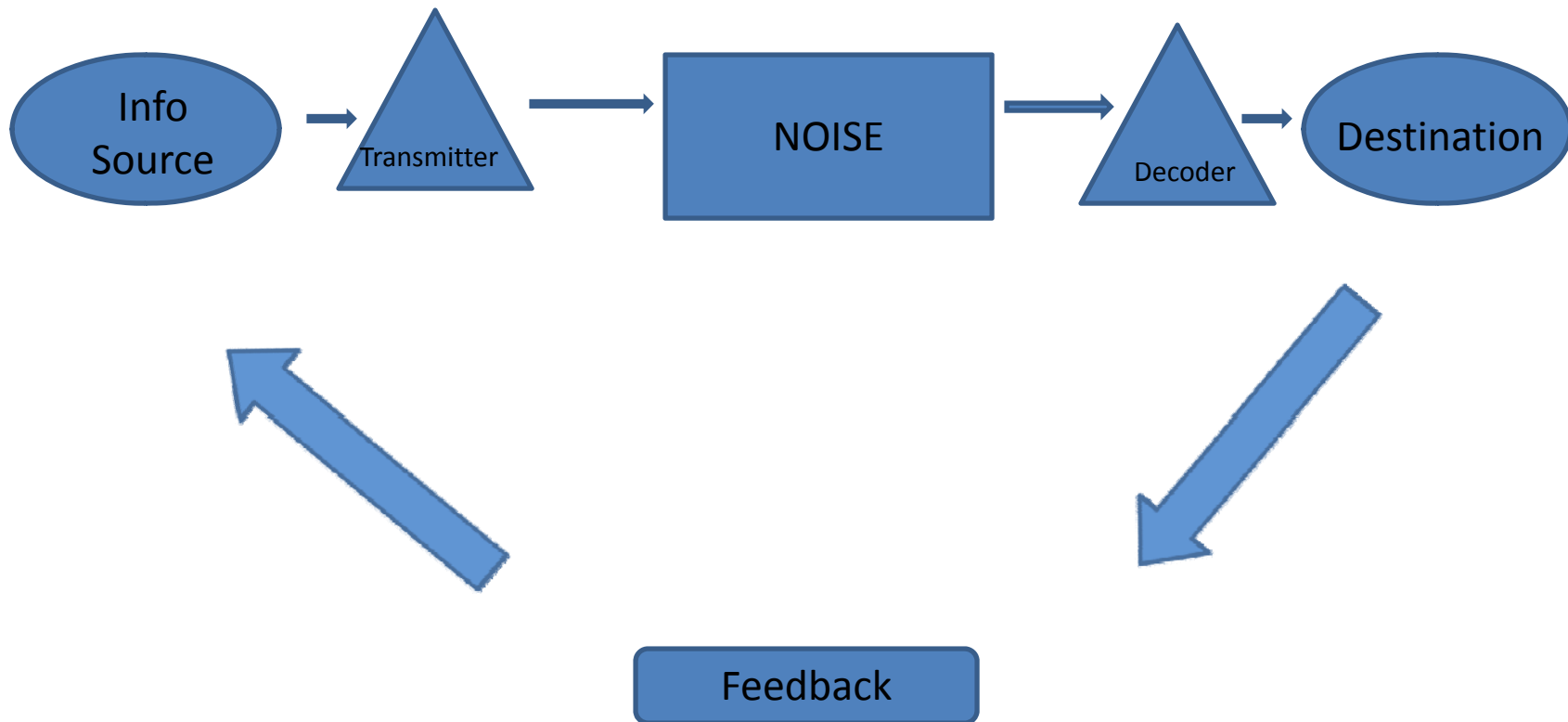
# In the beginning.....

- **Product**
  - Product: tangible, physical products & services.
    - Brand name, Functionality, Styling, Quality, Safety, Packaging, Repairs, Support & Warranty, Accessories & services, etc.
- **Price**
  - Pricing strategy
    - Suggested retail price, Volume discounts and wholesale pricing, Cash and early payment discounts, Seasonal pricing, Bundling, Price flexibility, Price discrimination etc.
- **Place (distribution)**
  - Product to customer.
    - Distribution channels, Market coverage, Specific channel members, Inventory management, Warehousing, Distribution centers, Order processing, Transportation, etc.
- **Promotion**
  - Communicating product information to create a positive response.
    - Promotional strategy, Advertising, Personal selling & sales force, Sales promotions, Public relations & publicity, budget, etc

# the old goal

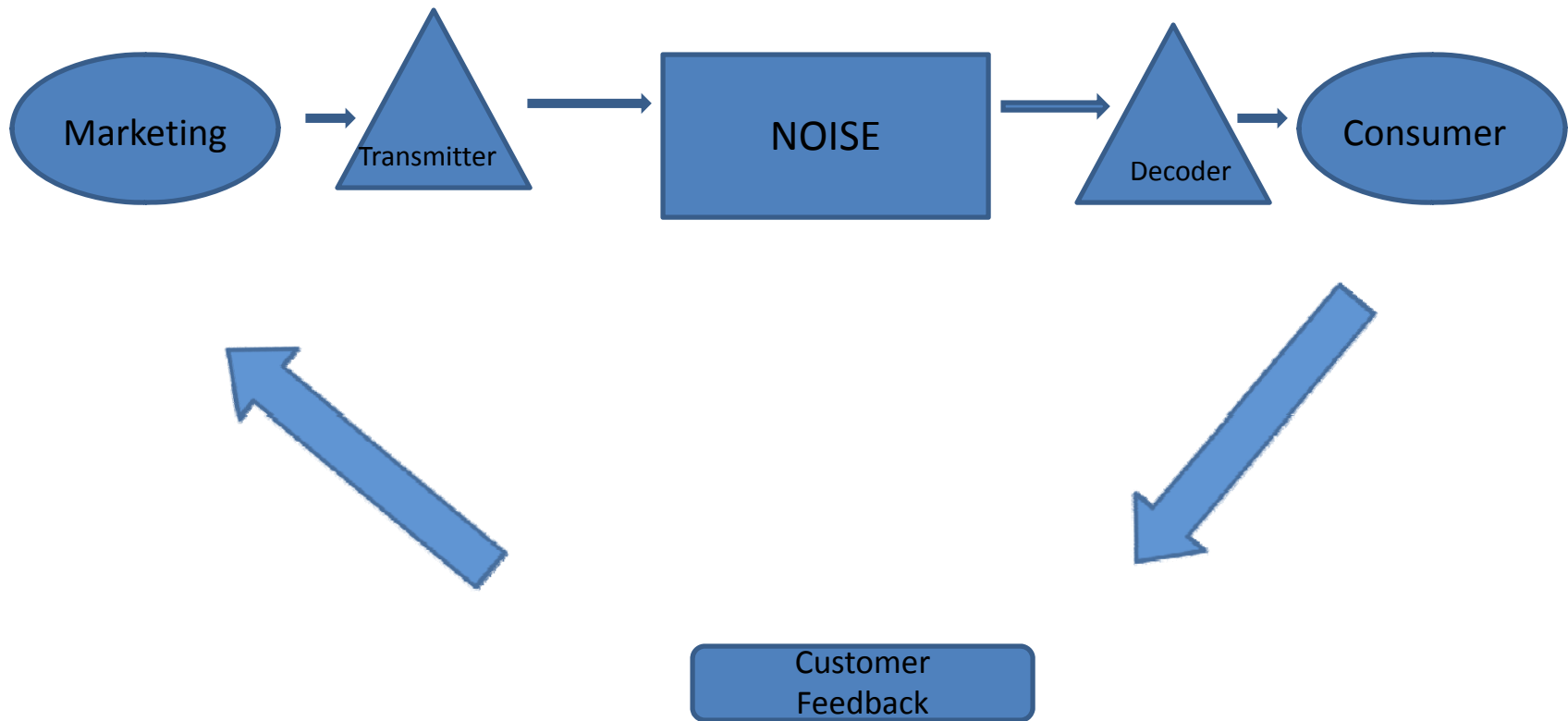
- To make decisions using the four P's in order to create perceived value and generate a positive response by customers in the target market.
- Limitations of the Marketing Mix Framework
  - Today, marketing is highly integrated into organizations
  - Products are increasingly diverse.
  - The four P's is a simple model that does not perfectly represent today's environment.

# situation

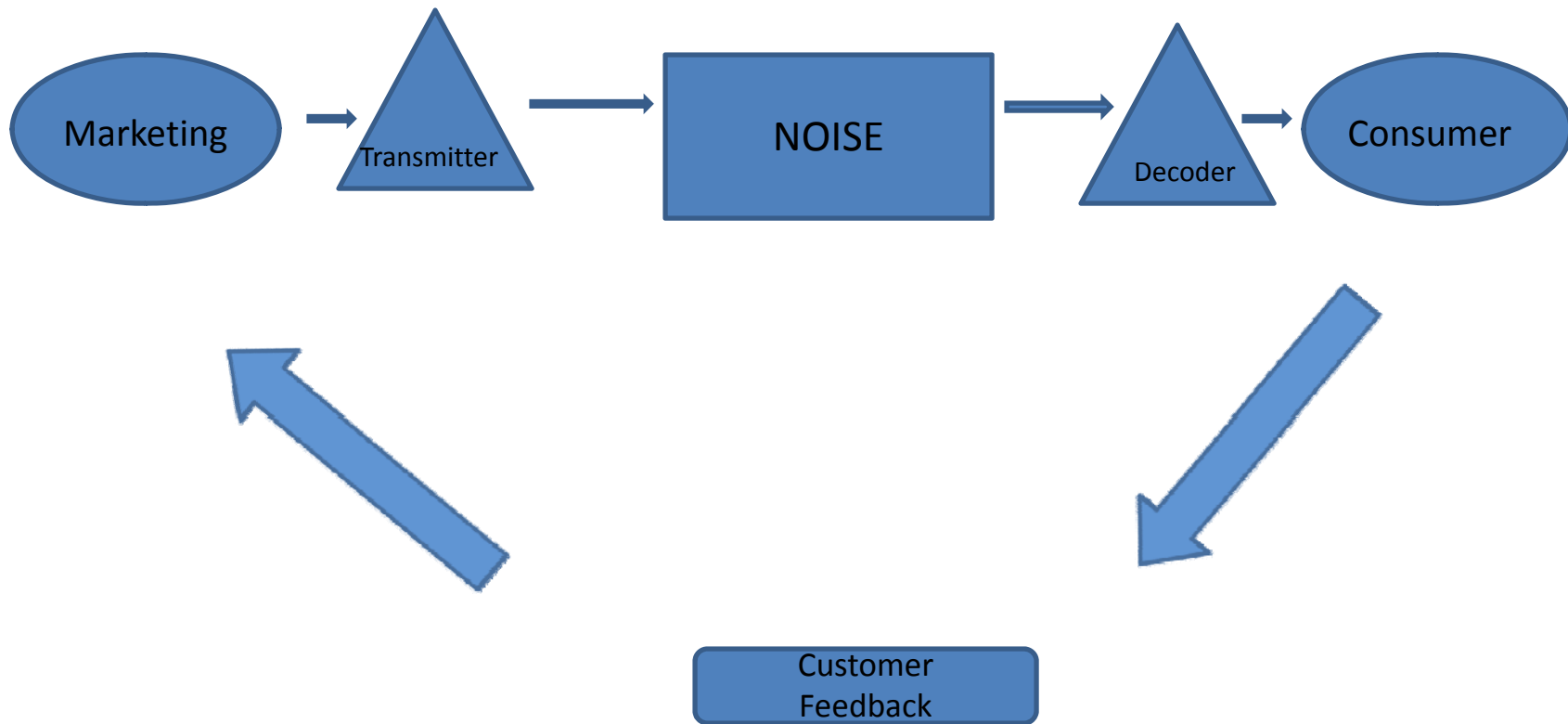


In 1948 C. E. A. Shannon published a model of communication that serves as the basis for interpersonal communication models.

# situation

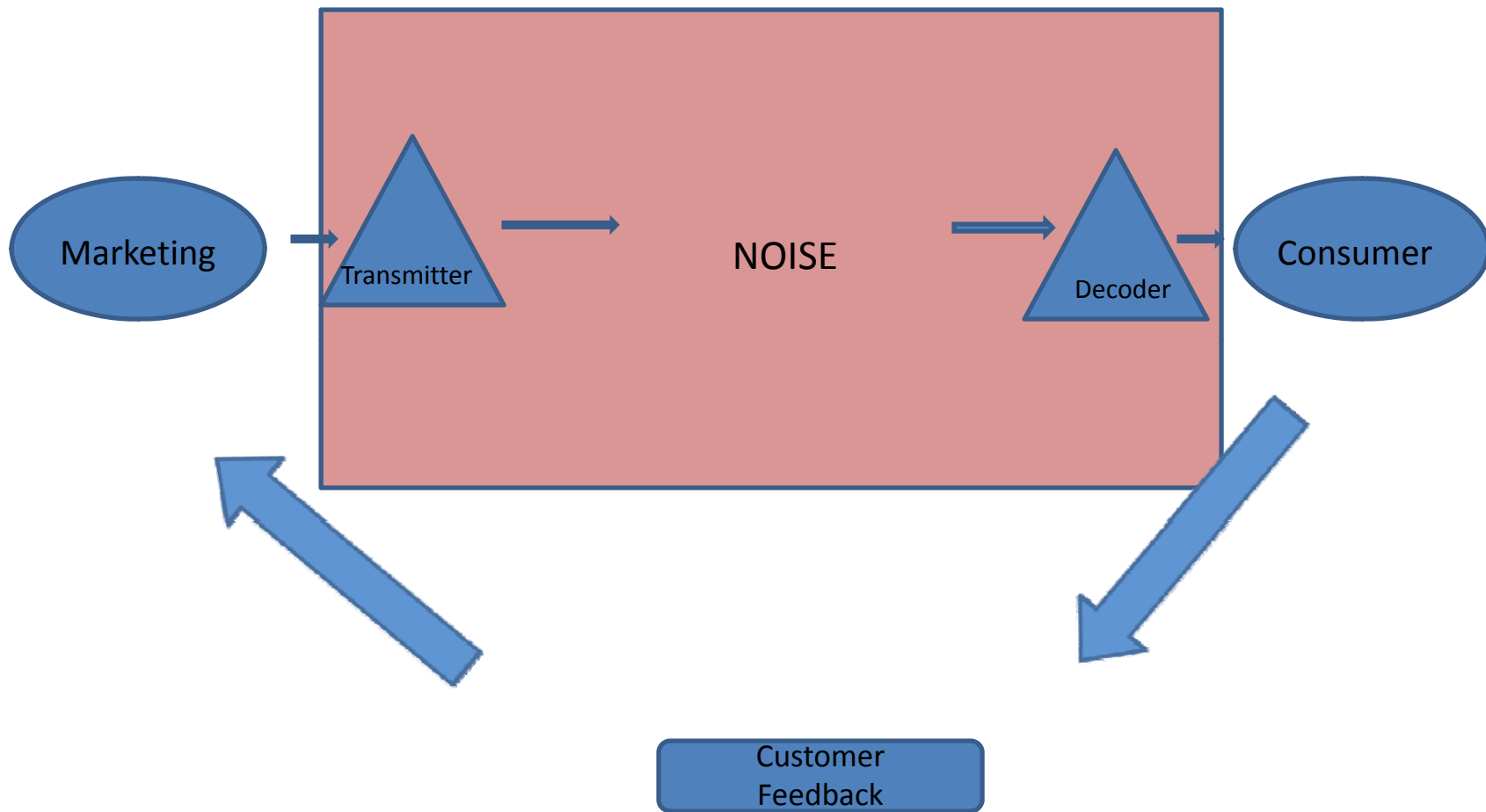


# situation

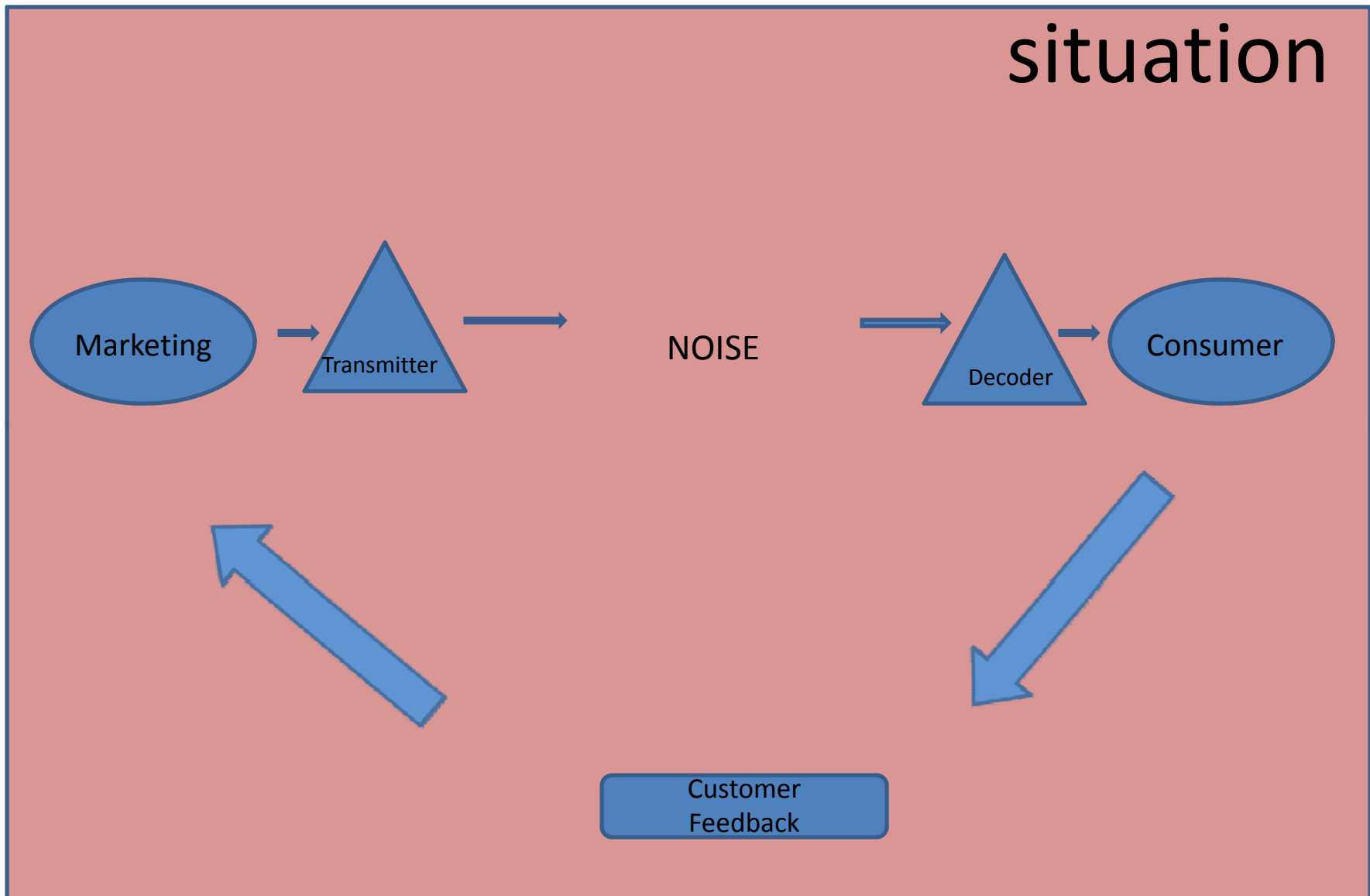


Newspaper, TV, Radio, Store Displays, Billboards

# situation



Newspaper, TV, Radio, Store Displays, Billboards, Telephone, Magazines, Public Transportation Displays, Product Placement, Endorsements



Newspaper, TV, Radio, Store Displays, Billboards, Telephone, Magazines, Public Transportation Displays, Product Placement, Endorsements, Internet, Cell Phones, Texting, E-Mail, Social Networking, Friends Paid to Share, Shopping Cart Displays, Etc.

# stats

- Ad exposures per day
  - 1968: 76 noticed exposures
  - 1972: 117 to 285 men, 161 to 484
  - 2007: 2,400 to 2,500
- Apollo Group, Inc (University of Phoenix)
  - 2007 Enrollments:
    - Q1: 291,800
    - Q4: 313,700
  - Revenues:
    - 2003: \$1.3 billion
    - 2007: \$2.7 billion
  - Net Income:
    - 2003: \$235.9 million
    - 2007: \$408.8 million
  - Selling and Promotional Costs:
    - 2003: \$272,348,000
    - 2007: \$659,059,000

# stats

- *A Vision of Students Today* - K-State Spring 2007 Intro to Cultural Anthropology - Dr. Wesch
  - 200 students surveyed.
  - Average class size: 115 students.
    - 18% of the teachers knew the students name.
  - Complete 49% of their reading assignments.
    - Of which, they consider 26% to be life relevant.
    - Never open textbooks despite the \$\$\$.
    - Classmates pay for class but never come.
    - Facebook through most of their classes.
    - Bring their laptop to class to do other stuff.
  - Will read this year:
    - 8 books.
    - 2,300 web pages.
    - 1,281 Facebook profiles.
  - Will write this semester:
    - 42 pages for class.
    - 500 pages of e-mail.
  - Owe \$20,000 in student loans at graduation

# stats

- *A Vision of Students Today* - K-State Spring 2007 Intro to Cultural Anthropology - Dr. Wesch
  - Their day as multi-taskers:
    - 7 hours of sleep, 1.5 hours watching TV, 3.5 hours online, Listen to 2.5 hours of music, Spend 2 hours on cell phone, Spend 3 hours in class, 2 hours eating, 2 hours at work, 3 hours studying.
    - Total of 26.5 hours per day.
  - Aware of their wealth:
    - Aware that over a 1 billion people make less than \$1 a day.
    - Aware they have laptops that cost more than some people's annual salary.
  - Assume they will get a job when they graduate that doesn't exist right now.
    - Believe exams won't help them do that job or deal with world issues like war, ethnic conflict, poverty, etc.
    - Know the problems are not their creation but they get to deal with them.
  - "The inventor of the system deserves to be ranked among the best contributors to learning and science, if not the greatest benefactors of mankind" – Josiah F. Bumstead 1841 on the invention of the chalkboard.



**The 4 P's address playing this.....**

[whitneydrums.com](http://whitneydrums.com)



**When you are required to play this....**

[terrybozzio.com](http://terrybozzio.com)

# how do you get through?

- Initial response
  - More, More, More!
- Later – Focused management of:
  - Market Research
  - Public Relations/Customer Service
  - Advertising/Creative Media
  - Web/Interactive Media (Social)

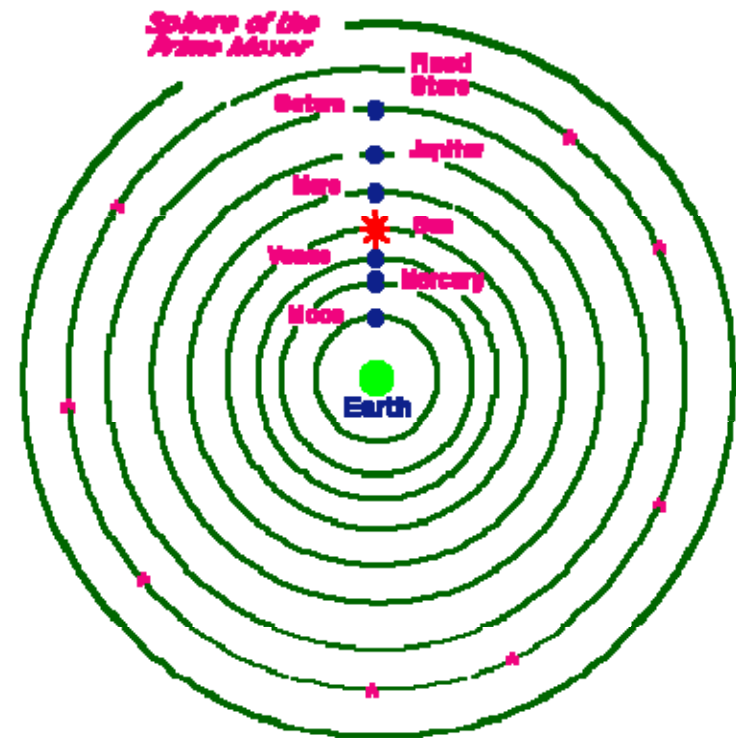
- “a planning process designed to assure that all brand contacts received by a customer or prospect for a product, service, or organization are relevant to that person and consistent over time.” – Marketing Power Dictionary (American Marketing Association)
- “The coordination and integration of all marketing communication tools, avenues and sources within a company into a seamless program that maximizes the impact on consumers and other end users at a minimal cost.” - Clow and Baack (2004)
- “a holistic approach to promote buying and selling in the digital economy.” – Wikipedia
- *Five Fundamentals of Integrated Marketing* – Elana Anderson

# the new goal

- To work cohesively as a complete organization to continually act in such a way as to create perceived value, customer relationships and generate a positive response by customers in the target market.

# my way or the highway

- Understand the customer's viewpoint or perspective



*Aristotle's Universe*

# jumping through hoops

- What are the processes consumers encounter when buying?

# big picture

- Forget about specific advertising efforts or campaigns.

voice

- Listen to your customers.

# not my responsibility

- From the custodian to the president,  
**EVERYONE** should work simultaneously to serve.

all that jazz

- Integrated marketing should always provide relationship or value.

# putting feet on

- Start with your day-to-day life.
- Listen for problems around you
- Remove assumptions and beliefs.
- Be a champion of change:
  - Start with the process or web site you control.
  - Survey/focus group for feedback and share results.
  - Encourage others to do the same for their items.
- Be persistent, this takes time and repeated mentions.
- Share how changes you have made have success.

end

- Thank you