

Basic Concept of Marketing

Electronic Commerce Marketing



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00. Contents

- 01. Definition and Development Process of Marketing
- 02. General Overview of Marketing
- 03. Marketing Mix Strategy

01. Definition and Development Process of Marketing

- Marketing
 - Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

01. Definition and Development Process of Marketing

- Marketing
 - Marketing is any activity to glamorize products.

01. Definition and Development Process of Marketing

- Marketing
 - Marketing is a complex body of art and science.

01. Definition and Development Process of Marketing

- Development Process of Marketing Concept
 - Production concept
 - Quality concept
 - Sales concept
 - Marketing concept
 - Social responsibility concept

02. General Overview of Marketing

- General Process of Marketing
 - Establishing enterprise strategy
 - Establishing marketing strategy
 - Establishing STP strategy
 - Establishing marketing mix strategy
 - Practicing, observing, and controlling strategy

02. General Overview of Marketing

- Cf. Marketing Strategy
 - Product portfolio analysis (BCG matrix)
 - Enterprise value chain analysis
 - Competition 5 factor analysis
 - SWOT analysis

02. General Overview of Marketing

- Cf. STP Strategy
 - Segmentation
 - Targeting
 - Positioning

02. General Overview of Marketing

- Needs, Wants, and Demands
 - Needs
 - Wants
 - Demands

03. Marketing Mix Strategy

- Marketing Mix
 - Product
 - Price
 - Place of distribution
 - Promotion

03. Marketing Mix Strategy

- 4P + 3P of Extended Marketing
 - Product
 - Price
 - Place of distribution
 - Promotion
 - Physical evidence
 - People
 - Process