

Contemporary **MARKETING**

**Strengthened
Senior
High School
Curriculum**



**LORMA S. P. GARCIA
SHEILA MARIE D. YOR**

TABLE OF CONTENTS

PREFACE	iii
PEDAGOGICAL AIDS	ix
ACKNOWLEDGEMENT	xi
INTRODUCTION	ix
QUARTER I: THE FUNDAMENTALS OF MARKETING	1
Fundamental Principles of Marketing	5
Definitions	5
Nature of Marketing	7
Functions of Marketing	12
Theories of Marketing	20
Evolution of Marketing	27
Customer-Centric Marketing	37
Definition, Factors and Methods of Consumer Behavior	37
Factors Influencing Consumer Behavior	62
Methods of Studying Consumer Behavior	113
Stages of Buying Decision Process: Consumer and Business Markets	116
Customer-Centric Marketing	112
SWOT Analysis	123
PESTEL Analysis	126
Porter's Five Forces	129
Marketing Plan	133
Executive Summary	133
Situation Analysis	134
Target Audience	134
Marketing Goals	135
Marketing Steps	136
Marketing Strategies (Marketing Mix)	137

Implementation Plan	137
Budget	138
Evaluation / Measurement	138
Market Segmentation, Market Targeting, and Market Positioning	141
Segmentation Variables	142
Target Market	153
Unique Selling Proposition	154
Product Positioning	155
Traditional and Digital	155
Activities	157
QUARTER II: THE FIRM AND IT'S ENVIRONMENT	167
Modern Marketing Mix Strategie	171
Product	172
Price	174
Place	175
Promotion	177
Process	179
People	181
Physical Evidence	183
Marketing Analytics and Data-Driven Decision-Making	187
Trends and Opportunities	188
Data Collection	190
Marketing Analysis	193
Interpretation	195
Implimentation	197
Marketing Analytics	199
Automation Tools	201
Presentation of Marketing Plan	205
Market Study	206
Internal and External Environment	208
Marketing Analysis	210
Marketing Mix Components	211

Customer Relationship Management (CRM)	215
Key Features	216
Best Practices	219
Types, Benefits and Popular CRM Tools	220
Types	220
Benefits	226
Popular CRM Tools	232
Activities	239
GLOSSARY	249
REFERENCES	259

