



# Marketing

## MKTG 1310

1.2

Marketing: Advanced



# Agenda

- Value and 4Ps
- Customer journey or funnel
- Ansoff matrix (product-market matrix)
- BCG matrix
- Porter's 5 forces



## Value and 4Ps

- Product (Value creation)
- Price (Value appropriation)
- Place (Value delivery)
- Promotion (Value communication)

# Value and 4Ps

- ***Product (Value creation)***
- Price (Value appropriation)
- Place (Value delivery)
- Promotion (Value communication)

Why new products are created?  
Why do some products fail?  
How are new products created?  
How is innovation diffused?  
What is the product lifecycle?  
What. Is the product mix?  
What are services?

# Value and 4Ps

- Product (Value creation)
  - ***Price (Value appropriation)***
  - Place (Value delivery)
  - Promotion (Value communication)
- How objectives can influence pricing?  
What is a demand curve?  
What is price elasticity?  
What is breakeven analysis?  
What are different pricing strategies?

# Value and 4Ps

- Product (Value creation)
- Price (Value appropriation)
- ***Place (Value delivery)***
- Promotion (Value communication)

What are channels?

Who are the main players?

What is channel conflict?

How can conflict be resolved?

How is power observed in a channel?

# Value and 4Ps

- Product (Value creation)
- Price (Value appropriation)
- Place (Value delivery)
- ***Promotion (Value communication)***

What is the AIDA model?

What is IMC?

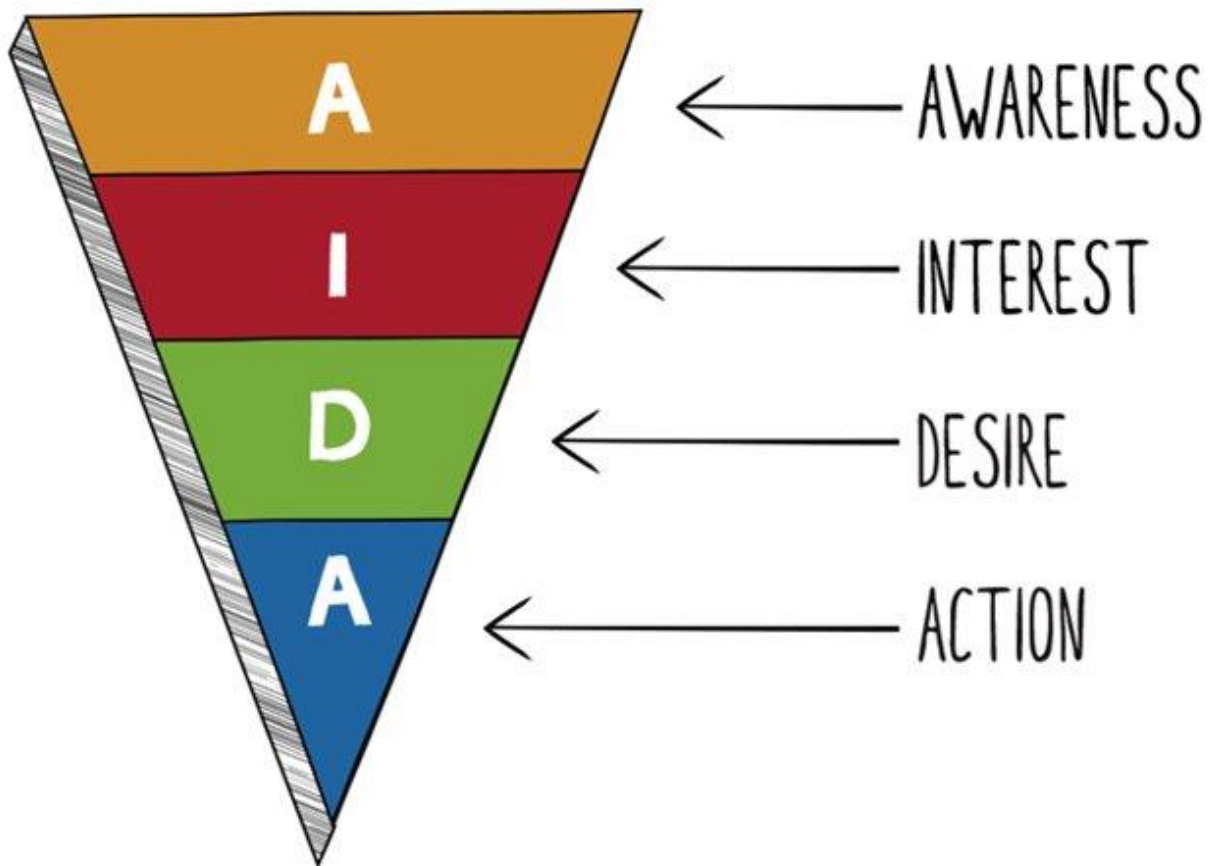
What is advertising?

What is a PR toolkit?

Who are influencers?

What are sales promotion?

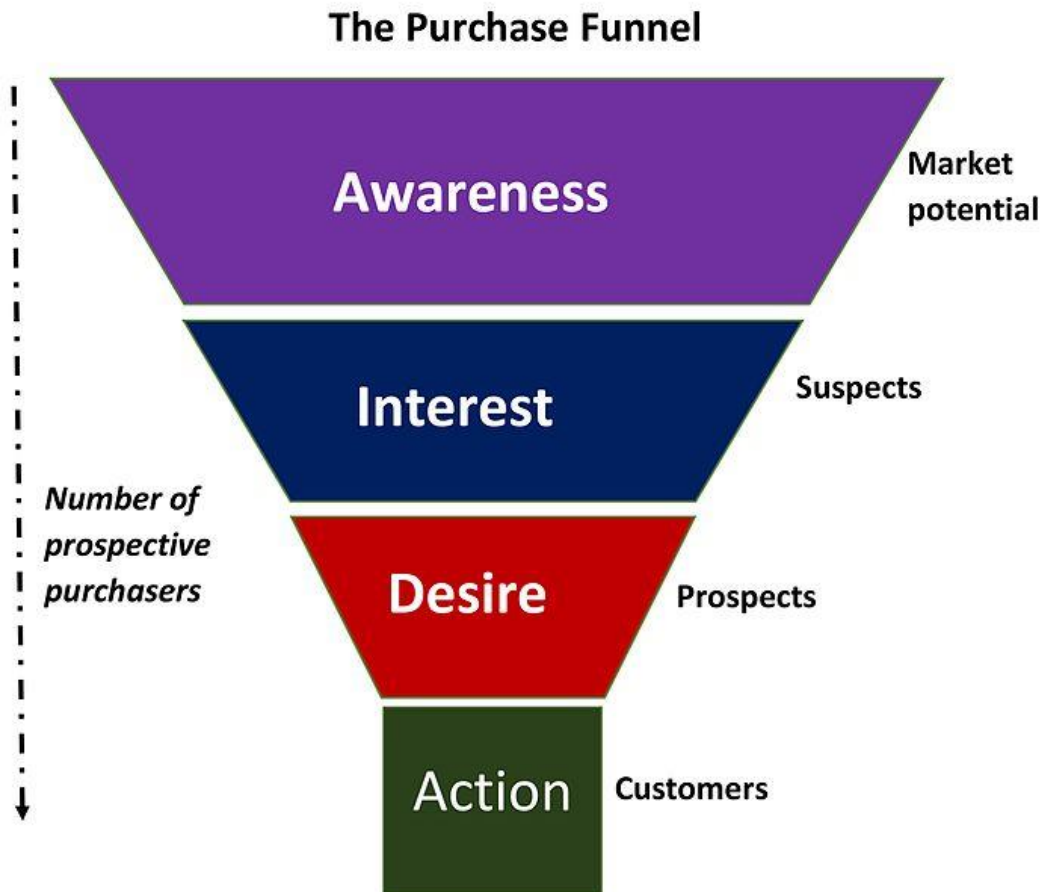
# Customer journey or funnel



Implies that consumers move through a series of steps or stages when they make purchase decisions

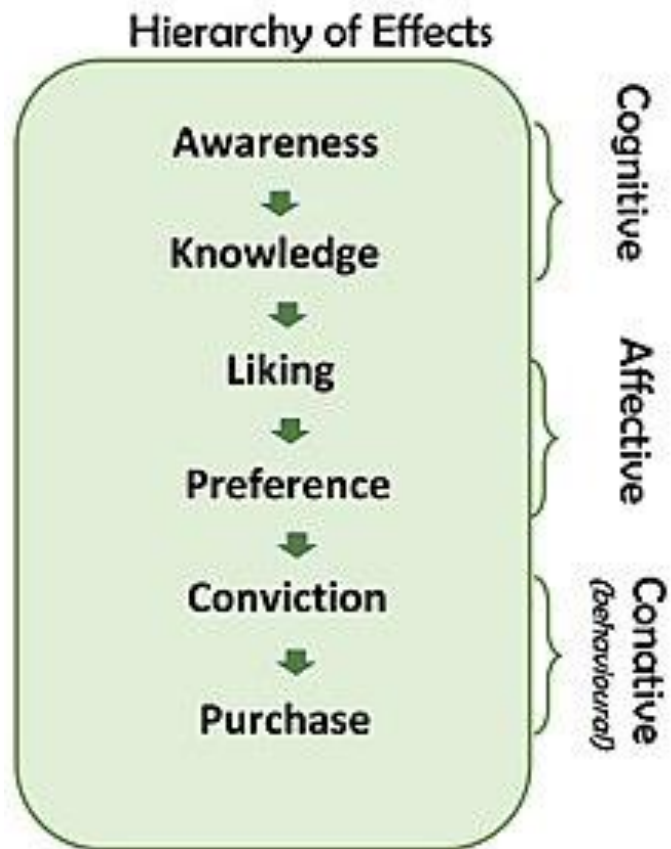


# Customer journey or funnel



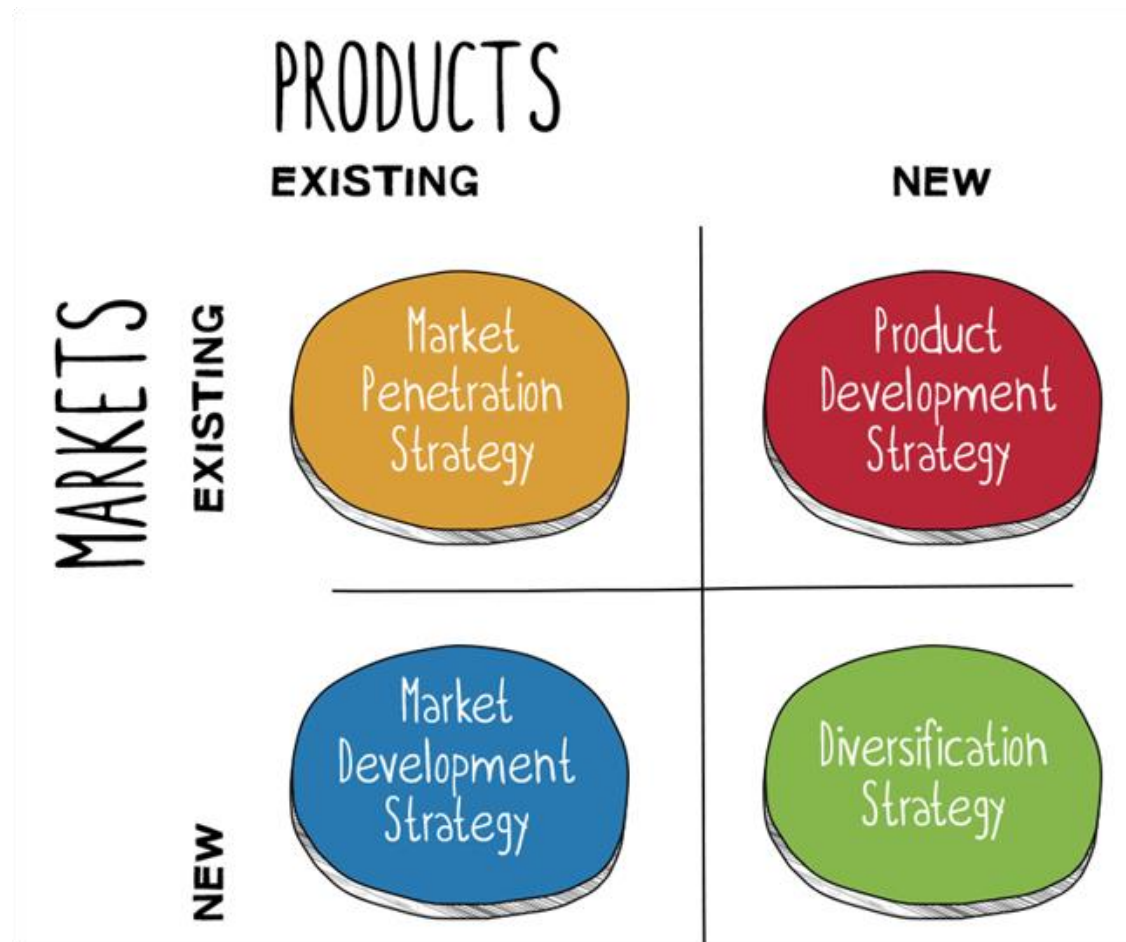
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# Customer journey or funnel

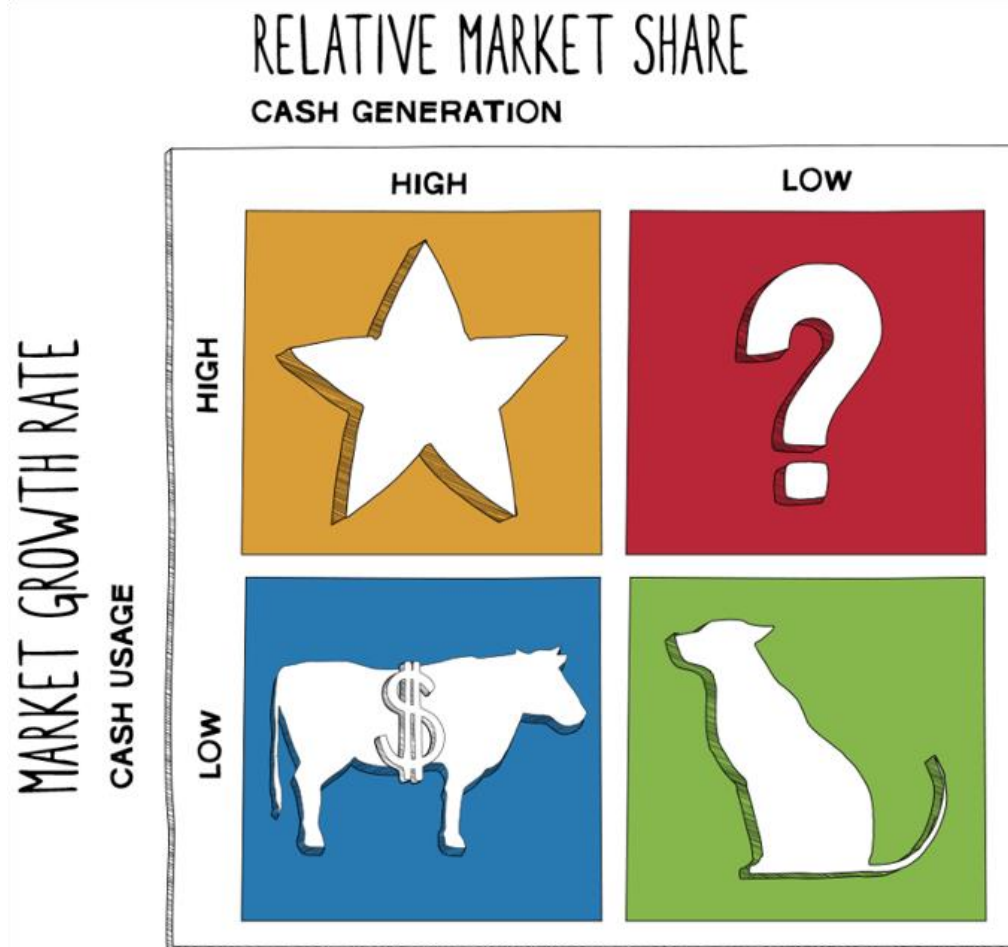


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# Ansoff matrix (product-market matrix)



# BCG matrix



# Porter's 5 forces

- Draws from industrial organization (IO) economics to derive forces (microenvironment) that determine the competitive intensity and, therefore, the attractiveness (or lack thereof) of an industry in terms of its profitability

