**📘 1. Changing Consumer Behaviour and the Market of IT/ITeS Industry**

**🔍 What This Is About:**

This presentation explores how consumers think, feel, and act—and how those behaviours impact marketing strategies, especially in the IT/ITeS (Information Technology and IT-enabled Services) sector. It emphasizes cultural, psychological, and social influences on buying decisions, with a focus on challenges and behaviours in the local Bangladeshi market.

**💡 Why It Matters:**

In IT/ITeS, consumer behaviour is unpredictable and driven by social context, culture, and status. Without understanding *why* people buy (not just *what*), even great tech products may fail—especially in local markets where adoption is slow and ambiguous.

**🎯 What Kind of Decisions It Supports:**

* How to tailor product features to consumer preferences
* How to market tech products effectively in different social classes
* Whether to co-create solutions with users for better adoption

**🧠 Core Concepts:**

**🔹 Consumer Preference**

* Preferences vary by **context**, **season**, **occasion**, and **social group**.
* Example: Clothing choices vary between weddings and office settings.

**🔹 Buying Decision Influences**

* Influenced by family, education, partner, brand perception.
* Decisions are rarely isolated—social factors often dominate.

**🔹 Culture & Social Status**

* Culture = shared values and behaviours that guide choices.
* Social class affects aspirations, behaviours, and product expectations.

**🔹 Behaviour of Local vs. Global IT Buyers**

* Global: Rational, quality/price-focused.
* Local: Unclear needs, resistance to change, poor product usage → product failure.

**🔹 Co-Creation**

* Collaborating with consumers to develop products increases buy-in and usage.

**📒 Key Terms Explained:**

* **Consumer Behaviour**: How people decide what to buy, when, and why.
* **Social Status**: A person’s rank in society based on wealth, power, prestige.
* **Culture**: Learned values and behaviours shared within a group.
* **Co-creation**: Joint development of products between company and users.

**✅ Key Takeaways for Exam Prep:**

* Consumer behaviour is not logical—it’s emotional and social.
* Culture, class, and influence from others heavily shape decisions.
* Local tech markets in Bangladesh face challenges due to poor adoption habits.
* Co-creation can improve relevance and reduce product failure.
* Marketers must understand the *why*, not just the *what*, of consumer actions.

**📘 2. Changing Economy and Future of Marketing**

**🔍 What This Is About:**

This document outlines global economic and social trends that will reshape how marketing works in the future. It explores demographic shifts, smart cities, technological disruption (AI, robotics, VR), and how businesses must adapt to stay relevant in a volatile and fast-changing world.

**💡 Why It Matters:**

Marketers and managers need to anticipate changes in consumer behaviour, technology, and global power. The future isn’t about just selling—it’s about predicting, adapting, and solving problems for new generations of buyers.

**🎯 What Kind of Decisions It Supports:**

* Where to invest - in innovation and marketing technology.
* How to adjust strategy - for urbanization, aging populations, or climate shifts.
* How to target new customer - needs using AI, VR, or mobile channels.

**🧠 Core Concepts:**

**🔹 Mega Trends Shaping the Future**

* **Individual Empowerment**: More education, middle-class growth, tech adoption.
* **Diffusion of Power**: No single global superpower → networks dominate.
* **Urbanization**: Rise of mega cities, corridors, and smart cities.
* **Resource Scarcity**: Food, energy, and water interlinked—affects marketing.

**🔹 Smart Cities & “Smart” Marketing**

* Integration of IT in infrastructure = smarter governance and mobility.
* IT players must collaborate with energy, infrastructure, automation companies.

**🔹 Disruptive Technologies**

* **AI & Robotics**: Automation in industry, healthcare, defence.
* **Virtual Experiences**: Virtual shopping, surgeries, and classrooms.
* **Healthcare Shift**: From treating to predicting/preventing illness.

**🔹 Marketing Evolution Timeline**

* From production-focused (pre-1940s) → customer-focused (now) → data-driven, real-time marketing (future).

**📒 Key Terms Explained:**

* **Smart City**: A city that uses digital tech to manage resources and services efficiently.
* **4IR (Fourth Industrial Revolution)**: Current era of automation, AI, and smart technologies.
* **VR/AR**: Virtual and augmented reality technologies enabling immersive experiences.

**✅ Key Takeaways for Exam Prep:**

* Future marketing must be adaptive to demographics, tech, and environment.
* Smart cities and connected devices will open new markets.
* AI, VR, and robotics aren’t just future—they’re already impacting how we sell and serve.
* Health, energy, and mobility are deeply linked to marketing strategy now.
* Marketing is becoming predictive, immersive, and personalized.

**📘 3. Product and Pricing Strategies**

**🔍 What This Is About:**

This slide deck explains how companies design product strategies and determine pricing to deliver customer value. It introduces product types, classifications, life cycles, and pricing models—from cost-based to value-based—especially in a digital world where consumers and competitors react instantly.

**💡 Why It Matters:**

Without a good product strategy, a business can’t survive. Without smart pricing, even great products may fail. Tech companies especially need to balance innovation, affordability, and value perception for long-term sustainability.

**🎯 What Kind of Decisions It Supports:**

* How to structure a product portfolio (line stretching, packaging, branding).
* What pricing model suits your market—penetration, skimming, value-based, etc.
* When and how to adjust prices based on demand, competition, or geography.

**🧠 Core Concepts:**

**🔹 Product Classifications**

* **Consumer Products**:
  + **Convenience**: Bought often (e.g., snacks).
  + **Shopping**: Compared before buying (e.g., appliances).
  + **Specialty**: Unique, brand-driven (e.g., designer clothes).
  + **Unsought**: Not actively sought (e.g., life insurance).
* **Industrial Products**: Used in operations, not for personal use.

**🔹 Product Line Strategy**

* **Line Stretching**: Adding products up/down the price range.
* **Line Filling**: Adding variants in the same price bracket.
* **Line Pruning**: Removing underperforming products.

**🔹 Product Life Cycle**

* Introduction → Growth → Maturity → Decline  
  Marketing strategies change at each stage.

**🔹 Pricing Strategies**

* **Cost-Based**: Price = cost + margin.
* **Value-Based**: Price based on perceived value to customer.
* **Penetration Pricing**: Low price to enter market.
* **Skimming**: High price initially, reduced over time.
* **Differentiated Pricing**: Different customers = different prices.

Certainly, Pollab! Here's the extended section on **Price Adjustments**, with short and beginner-friendly descriptions of each type. I’ve also added a few more types based on what was in the PDF ("Product and Pricing Strategies"):

**🔄 Price Adjustments (Expanded with Descriptions)**

Price adjustments are changes companies make to the listed price to match different customers, locations, or situations. These helps attract more buyers, compete better, or clear stock.

**📍 Geographic Pricing**

* **Definition**: Charging different prices based on customer location.
* **Why Used**: To cover shipping costs or reflect local competition.
* **Example**: A product might cost more in rural areas due to transport.

**💸 Promotional Pricing**

* **Definition**: Temporary price drops to boost short-term sales.
* **Why Used**: To attract attention, clear inventory, or during special events.
* **Example**: Eid sale, Black Friday discounts, or “Buy One Get One Free.”

**👥 Segment-Based (Customer Segment) Pricing**

* **Definition**: Different prices for different customer groups.
* **Why Used**: To match willingness to pay.
* **Example**: Students get discounts; business-class seats cost more than economy.

**🎁 Product Bundle Pricing**

* **Definition**: Offering multiple products together at a lower combined price.
* **Why Used**: Increases perceived value, clears unsold items.
* **Example**: Software suite (Word + Excel + PowerPoint) at a cheaper price than buying each separately.

**📆 Seasonal Pricing**

* **Definition**: Adjusting prices based on time of year or demand cycle.
* **Why Used**: Manage demand peaks and lows.
* **Example**: Hotel prices go up during tourist season.

**🔢 Psychological Pricing**

* **Definition**: Prices set to “feel cheaper” to customers.
* **Why Used**: To influence buying behaviour.
* **Example**: Tk. 499 instead of Tk. 500 (feels like a better deal).

**📊 Dynamic Pricing (added from digital pricing concepts)**

* **Definition**: Prices change based on real-time demand, inventory, or user behaviour.
* **Why Used**: Common in e-commerce and travel.
* **Example**: Uber fares increase during peak hours.

**💳 Loyalty/Discount Pricing**

* **Definition**: Special offers for repeat or loyal customers.
* **Why Used**: Builds customer retention.
* **Example**: Loyalty cards, coupon codes for frequent buyers.

**📒 Key Terms Explained:**

* **FMCG**: Fast-Moving Consumer Goods—sold quickly at low cost.
* **Price Elasticity**: How demand changes with price change.
* **Line Stretching**: Offering products in a broader price/quality range.
* **Perceived Value Pricing**: Setting price based on what customers think it’s worth.

**✅ Key Takeaways for Exam Prep:**

* A product must match customer needs and lifecycle stage.
* Different products = different marketing and pricing approaches.
* Pricing is not just about cost—it’s about value, competition, and positioning.
* Digital markets need flexible, real-time pricing strategies.
* Smart packaging, positioning, and pricing can increase both sales and customer satisfaction.

**📘 4. Segmentation, Targeting, and Positioning (STP) for IT/ITeS Industry**

**🔍 What This Is About:**

This presentation explains how marketers divide a market (Segmentation), choose which group to serve (Targeting), and position their brand or product in the minds of that group (Positioning). It’s a framework to ensure marketing efforts are directed at the right audience with the right message—especially important in the highly competitive and varied IT/ITeS industry.

**💡 Why It Matters:**

In the digital services sector, customers vary widely in needs, size, behaviour, and expectations. STP helps IT/ITeS companies avoid wasting resources by tailoring offerings to specific market segments—like youth-focused telcos or enterprise software for banks.

**🎯 What Kind of Decisions It Supports:**

* Which customer groups to focus on.
* How to communicate your product’s unique value.
* How to differentiate from competitors effectively.

**🧠 Core Concepts:**

**🔹 Segmentation – Dividing the market**

* **Geographic**: Region or city-based (e.g., urban vs. rural).
* **Demographic**: Age, income, gender, education.
* **Psychographic**: Lifestyle, personality, social class.
* **Behavioural**: Usage rate, loyalty, benefits sought.

**🔹 Targeting – Choosing which segments to serve**

* **Single-segment concentration**: e.g., Rolex focuses on luxury buyers.
* **Selective specialization**: e.g., Samsung with TVs + smartphones.
* **Product specialization**: e.g., Domino’s with pizza.
* **Market specialization**: e.g., Airtel focusing on youth.
* **Full market coverage**: e.g., Coca-Cola serving many segments.

**🔹 Positioning – Crafting your brand’s image**

* Occupying a distinct and valued place in the customer's mind.
* Identifying Points of Difference (POD) vs. Points of Parity (POP).
* Positioning Statement Format:  
  *For [target], [brand] is the [category] that [benefit], because [reason].*

**📒 Key Marketing Terms (Explained Simply):**

* **Segmentation**: Breaking down your market into smaller groups with similar needs.
* **Targeting**: Picking which group(s) to serve.
* **Positioning**: How you want your audience to think about your product or brand.
* **POP/POD**: What your brand shares with others (POP) vs. what makes it stand out (POD).

**✅ Key Takeaways for Exam Prep:**

* STP is the foundation of modern marketing strategy—especially for tech products and services.
* Understand the difference between demographic, psychographic, and behavioural segmentation.
* Be able to identify examples of each targeting approach.
* Remember: positioning = perception in the mind of the consumer.
* The right STP leads to better marketing focus, efficient resource use, and stronger brand value.

**📘 5. Sales and Salesmanship in the Era of 4IR**

**🔍 What This Is About:**

This document explains how personal selling works in the modern business-to-business (B2B) environment, especially during the Fourth Industrial Revolution (4IR). It focuses on sales force management, selling strategies, and how sales teams can build long-term relationships with large customers.

**💡 Why It Matters:**

In IT/ITeS, products are often technical and expensive. A strong, well-trained sales team can explain complex value, build trust, and secure repeat business. With 4IR technologies reshaping business, traditional selling must evolve into value-based, consultative selling.

**🎯 What Kind of Decisions It Supports:**

* How to organize and manage a tech sales force.
* When to use traditional selling vs. key account selling.
* How to recruit, train, and motivate effective sales teams.

**🧠 Core Concepts:**

**🔹 Dominance of Personal Selling in B2B**

* Fewer customers but bigger deals.
* Requires deep technical/product knowledge.
* More tailored and consultative.

**🔹 Sales Force Management**

* Involves planning, organizing, directing, and controlling.
* Includes sales forecasting, setting goals, recruiting, training, monitoring, and motivating.

**🔹 Types of Sales Organizations**

* **Product-Oriented**: Salespeople specialize in parts of a large product line.
* **Market-Oriented**: Salespeople specialize in industries (e.g., IT, telecom).

**🔹 Traditional Selling vs. Key Account Selling**

| **Feature** | **Traditional** | **Key Account** |
| --- | --- | --- |
| Focus | Sales volume | Relationship & strategy |
| Info Sharing | Limited | Deep collaboration |
| Time Horizon | Short-term | Long-term |
| Structure | One salesperson | Team-based approach |

**🔹 Training & Skills**

* Communication, listening, influencing, handling objections, cultural awareness.

**🔹 Motivation & Supervision**

* Salespeople must be driven to reach activity targets (e.g., meetings, proposals).
* Supervisors provide coaching, guidance, and performance checks.

**📒 Key Terms Explained:**

* **Key Account Selling**: A strategic approach to manage large clients with multiple decision-makers.
* **Sales Force**: A team of salespeople responsible for selling the company's products/services.
* **Sales Forecast**: Estimating future sales based on data.
* **Recruitment vs. Training**: Choosing the right people vs. developing their skills.

**✅ Key Takeaways for Exam Prep:**

* Selling in the IT sector is more consultative and relationship-driven.
* Sales management is about strategy and execution—it's not just about pushing products.
* Know the differences between traditional and key account selling.
* Training, motivation, and supervision are critical for performance.
* Sales is not just talking—it's planning, listening, learning, and adapting.

**📘 6. Service Quality Management for IT and ITeS**

**🔍 What This Is About:**

This presentation focuses on managing the quality of professional services, especially in the IT/ITES industry. It explains why service marketing is different from product marketing and how to ensure consistent customer satisfaction.

**💡 Why It Matters:**

IT/ITES companies sell services that are often intangible (e.g., software support, consulting). Managing service quality builds trust, reputation, and long-term business, especially in a globally competitive, digital-first world.

**🎯 What Kind of Decisions It Supports:**

* How to design service delivery processes.
* How to train staff for service excellence.
* How to handle complaints and retain clients.

**🧠 Core Concepts:**

**🔹 Service Sector Trends**

* In developed countries, services make up 70–80% of GDP.
* Bangladesh’s service sector is growing (telco, financial institutions, restaurants, etc.).

**🔹 Nature of Services**

* Services are intangible and inseparable from the provider.
* They are heterogeneous (quality varies person to person).
* Cannot be stored like products (perishable).

**🔹 Extended Marketing Mix for Services (7Ps)**

* **Product, Price, Place, Promotion**
* **People** (service providers)
* **Process** (delivery flow)
* **Physical Evidence** (branding, design, environment)

**🔹 Why Clients Buy Services**

* To reduce risk, increase comfort, save time/money, or gain prestige.
* Reasons clients don’t buy: no trust, no urgency, no understanding, no perceived value.

**🔹 Complaint Management**

* Majority of customers quit due to feeling undervalued—not product failure.
* Effective complaint handling = research + retention opportunity.

**📒 Key Terms Explained:**

* **Service Quality**: The customer’s perception of how well a service meets expectations.
* **7Ps**: A broader version of the marketing mix tailored to services.
* **Service Gap**: The difference between expected and delivered service.

**✅ Key Takeaways for Exam Prep:**

* Quality in service delivery = trust + loyalty.
* The customer’s experience is the real “product” in IT/ITES.
* Focus on managing people and processes.
* Learn how to capture and respond to feedback effectively.
* The service sector is not secondary—it's the core economic driver now.

**📘 7. IMC and Social Media Management in the Era of 4IR**

**🔍 What This Is About:**

This presentation explains how businesses use Integrated Marketing Communications (IMC) to deliver consistent brand messages across multiple channels—including social media, digital platforms, advertising, PR, and sales. It also explores how marketing communication has changed in the Fourth Industrial Revolution (4IR).

**💡 Why It Matters:**

Consumers today interact with brands across many touchpoints. Inconsistent messages confuse them. IMC ensures that all brand messaging—online or offline—works together. Social media adds speed, reach, and interactivity, making it a key part of modern marketing.

**🎯 What Kind of Decisions It Supports:**

* How to build a consistent and unified communication strategy.
* What marketing channels to use and how to measure effectiveness.
* How to use technology and social media for brand building.

**🧠 Core Concepts:**

**🔹 Integrated Marketing Communication (IMC)**

* Coordinating all marketing tools (ads, PR, social media, promotions) to deliver one clear message.
* Includes internal and external communication.

**🔹 Communication Process & Barriers**

* Failures happen due to poor message flow, wrong audience, clutter, or tech gaps.
* Communication must be two-way and targeted.

**🔹 Media Clutter**

* People are bombarded with ads (TV, radio, billboards, internet).
* To stand out, communication must be relevant, personal, and well-timed.

**🔹 IMC Planning Stages**

1. Identify all communications
2. Involve the whole organization
3. Use technology (CRM, analytics)
4. Treat IMC as an investment, not cost

**🔹 Role of Social Media**

* Enables direct interaction with users
* Supports viral marketing, emotional storytelling, and real-time feedback

**🔹 Creative Model: AIDA**

* **Attention → Interest → Desire → Action**

**📒 Key Terms Explained:**

* **IMC**: A strategy that combines all marketing efforts into a single, unified message.
* **Media Clutter**: Too many ads reduce the chance of one being remembered.
* **4IR**: The Fourth Industrial Revolution – driven by AI, IoT, automation, and data.

**✅ Key Takeaways for Exam Prep:**

* IMC ensures every message from your brand is consistent across channels.
* Social media has changed marketing—it’s not just communication but interaction.
* Brands must fight through clutter to capture and hold customer attention.
* Measure IMC success via mind share, market share, and emotional connection.
* Use storytelling, not just slogans, to make brand messages memorable.

**📘 8. Relationship Marketing for IT and ITeS**

**🔍 What This Is About:**

This session focuses on building long-term relationships with customers instead of focusing only on one-time sales. It introduces CRM (Customer Relationship Management), Customer Lifetime Value (CLV), and strategies to retain high-value clients in IT and IT-enabled services.

**💡 Why It Matters:**

In IT/ITeS, recurring revenue, retention, and referrals are key to profitability. Strong relationships lower churn, increase loyalty, and reduce marketing costs. CRM systems make it easier to personalize and automate this relationship-building.

**🎯 What Kind of Decisions It Supports:**

* How to segment and prioritize customers.
* How to personalize services to increase loyalty.
* When to invest in CRM tools and data analytics.

**🧠 Core Concepts:**

**🔹 Relationship Marketing Goals**

* Reduce defection (churn)
* Increase customer life span and spending
* Focus on profitable clients, not all clients

**🔹 Customer Development Process**

* Prospect → First-time → Repeat → Loyal → Advocate

**🔹 CRM (Customer Relationship Management)**

* A tech-enabled strategy to manage customer data, preferences, and interactions
* Helps deliver customized communication and services

**🔹 Customer Lifetime Value (CLV)**

* Total value a customer brings during their relationship with a company
* Companies should invest more in high CLV customers

**🔹 How to Increase CLV**

* Create a single customer view (online/offline integration)
* Personalize interactions using data
* Retain through loyalty programs and emotional connection

**📒 Key Terms Explained:**

* **Relationship Marketing**: Focused on customer retention and loyalty over time.
* **CRM**: Tools and processes for managing customer relationships at scale.
* **CLV**: A forecast of the net profit from a customer over time.

**✅ Key Takeaways for Exam Prep:**

* IT/ITeS firms need long-term relationships, not just transactions.
* CRM is a powerful enabler for personalized marketing and loyalty.
* Focus on profitable customers, not just more customers.
* Customer trust and lifetime value are more important than short-term gains.

**📘 9. Category Creation to Branding**

**🔍 What This Is About:**

This presentation teaches how brands can create new market categories instead of competing in existing ones. It uses Bangladeshi examples like bKash and Pathao to show how category creators set their own rules and dominate the market.

**💡 Why It Matters:**

Instead of competing on price or features, category creators reframe problems and become the go-to solution. In IT/ITeS, this can lead to becoming the default brand in a fast-growing niche.

**🎯 What Kind of Decisions It Supports:**

* How to launch a product that doesn’t fit existing categories.
* How to position your product to become a category leader.
* How to create emotional brand stories and loyalty.

**🧠 Core Concepts:**

**🔹 What is a Category?**

* A market space that groups products based on need/function.

**🔹 Category Creation Strategies**

1. **Reinvent** an old space (e.g., Tesla and electric cars)
2. **Create new need** (e.g., iPhone)
3. **Combine categories** (e.g., Apple Watch = fitness + tech)
4. **Serve a niche** (e.g., Shopify for small businesses)

**🔹 Brand Building Process**

* From product to emotional brand
* Through storytelling, experiences, and consistency

**🔹 Positioning**

* How your brand is perceived relative to others.
* Emotional and functional differentiators matter.

**📒 Key Terms Explained:**

* **Category Creation**: Introducing something new that doesn’t fit existing product types.
* **Brand Positioning**: Defining how your brand should be seen by customers.
* **Brand Narrative**: The story your brand tells to create emotional bonds.

**✅ Key Takeaways for Exam Prep:**

* Category creators define the rules, gain first-mover advantage, and build trust faster.
* Don’t just sell features—sell a new way of solving problems.
* Branding is about emotions, not just logos.
* Examples: “Google it” → category + brand + behavior.

**📘 10. Global Value Chain and Ethical Behaviour for IT and ITeS**

**🔍 What This Is About:**

This presentation covers how IT/ITeS products/services are delivered across countries through the Global Value Chain (GVC). It also explores the ethical issues—like data privacy, labour rights, and compliance—faced by companies operating globally.

**💡 Why It Matters:**

IT/ITeS companies often outsource development or support to other countries. This provides cost benefits but raises challenges in transparency, data protection, and ethical sourcing. Understanding the GVC is key to managing risk and building sustainable business practices.

**🎯 What Kind of Decisions It Supports:**

* Where to outsource development or support.
* How to ensure compliance with laws across countries.
* How to maintain ethical standards in global operations.

**🧠 Core Concepts:**

**🔹 Global Value Chain (GVC)**

* Series of steps from idea → development → marketing → delivery → support.
* Activities are spread globally to reduce cost and increase efficiency.

**🔹 IT/ITES Example**

* Apple designs in the US, manufactures in China, markets globally.
* SaaS companies may use teams from 5+ countries.

**🔹 Benefits of GVC**

* Access to talent
* 24/7 operations
* Cost reduction
* Risk diversification
* Faster innovation

**🔹 Ethical Challenges**

* Labour exploitation in outsourced regions
* Data privacy violations (e.g., Facebook-Cambridge Analytica)
* Compliance complexity (e.g., GDPR in EU vs. weak laws elsewhere)
* Cybersecurity risks from third-party vendors

**📒 Key Terms Explained:**

* **GVC (Global Value Chain)**: All steps in product delivery spread across countries.
* **Ethical Behaviour**: Acting responsibly in areas like labour, environment, and privacy.
* **Compliance**: Following legal rules (e.g., tax, data security, labour standards) in all countries.

**✅ Key Takeaways for Exam Prep:**

* IT/ITES services are part of a global system—no single-country delivery.
* GVC improves efficiency but adds legal, ethical, and data risks.
* Companies must balance profit with ethical responsibility.
* A good GVC = cost-effective + innovative + ethical.