

# Marketing 101: Building Strong Brands

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# POD 1

- ▶ What is Marketing?

# THE CHANGE IN MARKETING

**Seller's Market**

Production: Focus on Company



**Buyer's Market**

Marketing: Focus on Customer and Competition



**Connected Community**

Experience: Focus deeper on customer experiential value



**Economic Uncertainty (Madoff)**

Trust: Focus on genuine customer value—RESET, Discipline, flexibility

## Production Orientation

Persuade customer to want what firm has

## Marketing Orientation

Persuade firm offer what the customer wants

## Experience Orientation

Manage customer's entire experience with the firm

## Trust Orientation

Prioritize building a relationship based on trust & discipline

Generic Product

Differentiated Product/Service

Experiential Value

Genuine Value

### Competitive Advantage:

Lowest Cost

Quality & Service

Customer Knowledge

Experiences

Transformation;  
Customer as  
co-creator of  
value

Trust

### Profitability Drivers:

Market Share

Customer Share

Customer Loyalty

Buzz

W-o-m, Referrals

Discipline

# 3 Principles of Marketing

- ▶ Principle of Customer Value
- ▶ Principle of Differentiation
- ▶ Principle of Segmentation, Targeting, and Positioning

# 4 P's of Marketing

- ▶ Product
  - ▶ Place
  - ▶ Promotion
  - ▶ Price
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