# Principles of Marketing:

* Tuesday, 23 January 2018, MKT200\_W1.0 ppt & MKT200\_W1.1
  + Syllabus included
  + Product Price Place Promotion -> The four P´s of Marketing
  + The Market communications
  + **The Marketing Concept**
    - The achievement of corporate goals through meeting and exceeding customer needs and expectations better than the competition.
    - **Customer Orientation**
      * Corporate activities are focused upon providing customer satisfaction
    - **Integrated effort**
      * All staff accept the responsibility for creating customer satisfaction
    - **Goal achievement**
      * The belief that corporate goals can be achieved through customer satisfaction.
  + **Topics of Concepts**
    - B2C
    - B2B
    - NFP/NGO/Charities
  + **Market orientation:**
    - Customer needs
      * Potential market opportunities
        + Marketing products and services

Customers

* + **Market driven businesses:**
    - Market focus VS. internal focus
  + Why should brands make customers feel respected?
    - To deliver self-identification relationship with customers and businesses.
    - Received respect brightens one`s mood, hence positive subconscious stimulation in said situations.
  + How does this apply to B2C and B2B?
    - Different methods to apply for communication.
    - Different audience and different endpoints
  + List three consumer brands and three business brands which truly make customers feel valued:
    - Apple, Porsche, Rolex
    - Bosch, Intel, Stihl, Hütter
  + Is it possible to make customers too happy?