

# **Business Marketing Lecture Summary**

## **Introduction to Business Marketing**

- Nature, scope, and importance of marketing
- Difference between business marketing and selling
- Marketing concepts and orientations

## **The Marketing Environment**

- Micro and macro environment
- PESTLE analysis
- Impact of environmental forces on marketing decisions

## **Consumer Behavior**

- Factors affecting consumer behavior (cultural, social, personal, psychological)
- Buying decision process
- Implications for marketers

## **Business Buying Behavior**

- Organizational buying vs consumer buying
- Buying roles and buying situations
- B2B decision-making process

## **Market Segmentation**

- Bases of market segmentation (geographic, demographic, psychographic, behavioral)
- Benefits and challenges of segmentation

## **Targeting and Positioning**

- Target market strategies
- Product positioning and value proposition
- Creating a positioning statement

## **Marketing Research**

- Importance of marketing research
- Research process
- Data collection methods

## **Product and Service Strategy**

- Product levels and classifications
- Branding and packaging
- Product life cycle

## **New Product Development**

- Stages of new product development
- Product innovation and diffusion
- Managing product lines and mixes

## **Pricing Strategies**

- Factors affecting pricing decisions
- Pricing methods and strategies
- Break-even and value-based pricing

## **Distribution (Place) Strategy**

- Marketing channels and intermediaries
- Channel design and management
- Physical distribution and logistics

## **Promotion Strategy Overview**

- Integrated Marketing Communications (IMC)
- Promotion mix elements
- Role of promotion in marketing

## **Advertising and Public Relations**

- Advertising objectives and media
- Public relations tools
- Ethical issues in advertising

## **Sales Promotion and Personal Selling**

- Sales promotion techniques
- Personal selling process
- Sales force management

## **Digital and Social Media Marketing**

- Online marketing tools
- Social media platforms and strategies
- E-commerce and mobile marketing

## **Marketing Ethics and Social Responsibility**

- Ethical issues in marketing
- Consumer protection
- Sustainable and green marketing

## **Marketing Planning and Strategy**

- Strategic marketing planning process
- SWOT analysis
- Developing a marketing plan

## **Course Review and Integration**

- Integration of marketing concepts
- Case discussions or presentations
- Final assessment / exam