

Principles of Marketing

BUS-2230-VO01

Ross Evans

Jeff Bezos

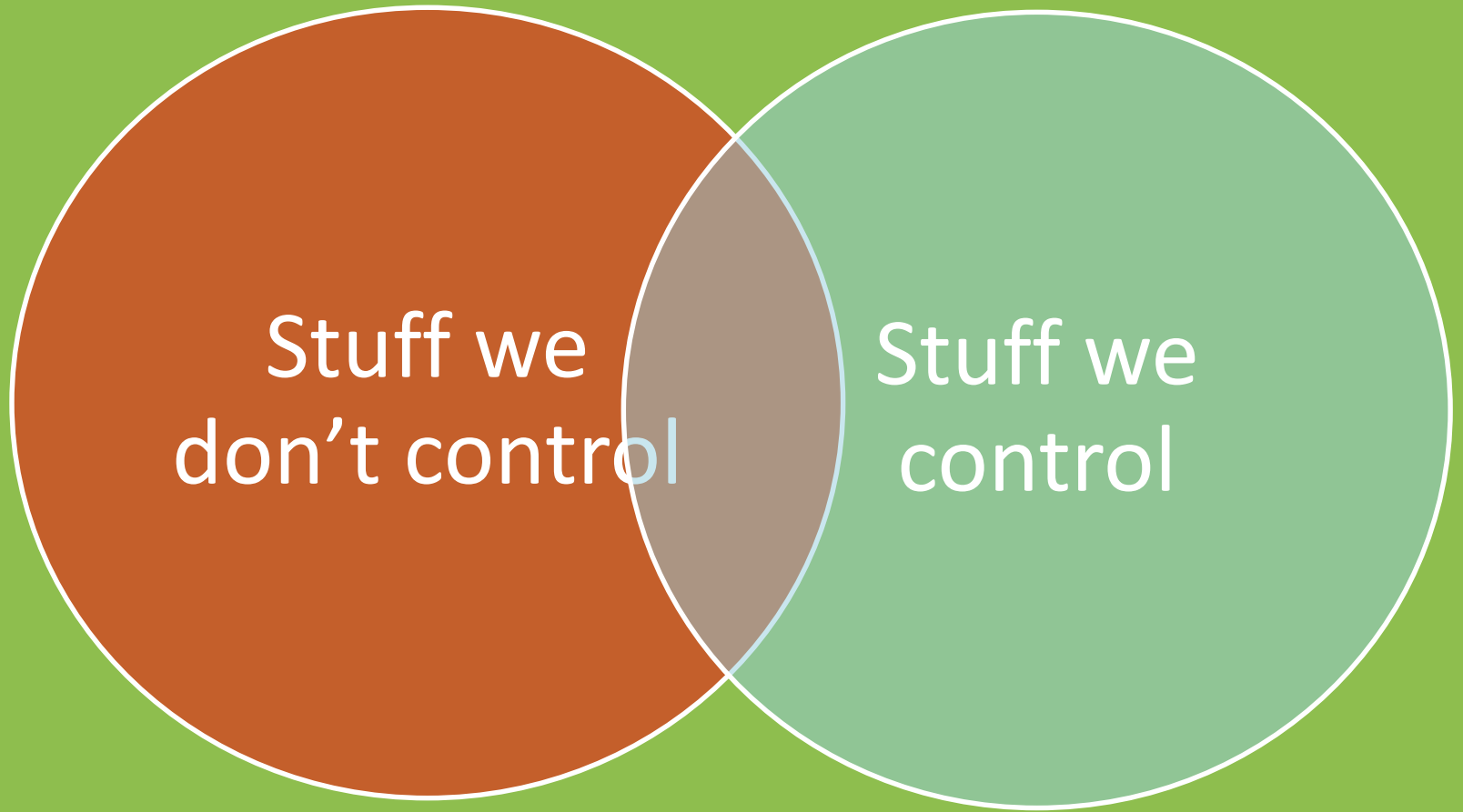


- Founded Amazon
- Started as a bookseller, is now the largest online retailer in the world.
- Purchased The Washington Post in 2013



Why Study: “The Marketing Environment”

THE WAY IT WAS...



Stuff we
don't control

Stuff we
control

THE WAY IT IS...



Stuff we don't
control

Stuff we
control

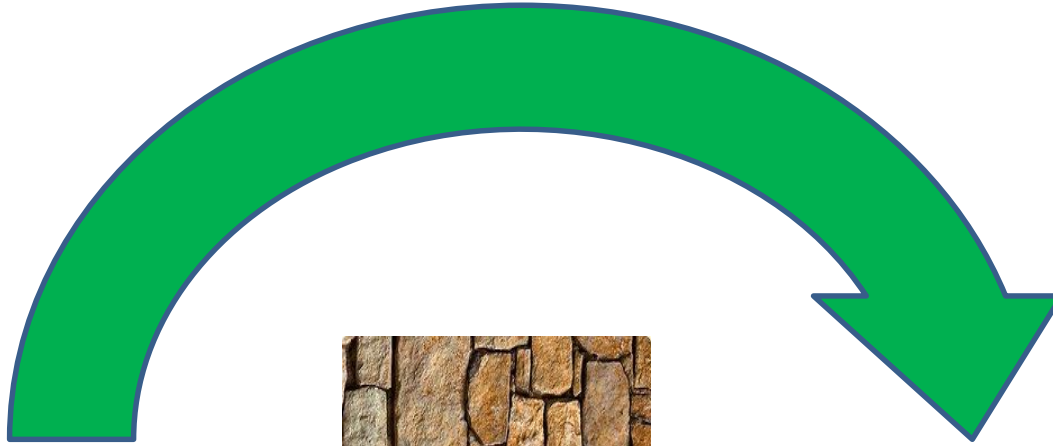
What the f%&^
happened?

PUT ANOTHER WAY...

THE WAY IT WAS

Stuff we control

Stuff we don't control



THE WAY IT IS

Stuff we control

Stuff we don't control



The place where all this occurs,
between you (the marketer) and
your customers, is the “marketing
environment”.

Stuff we
control

Stuff we don't
control



Two Main “Environments” Impacting Marketers

1. Microenvironment – those forces in the marketplace that are close to the company.
2. Macroenvironment – large scale societal forces impact the microenvironment.

Microenvironment

The Company

Mission and goals are set and aligned across the company.

Suppliers

Provide the resources needed for the company to produce its goods and services

Marketing Intermediaries

Includes resellers of products for companies that sell wholesale and marketing agencies.

Competitors

Who we, as marketers must differ from and compete with.

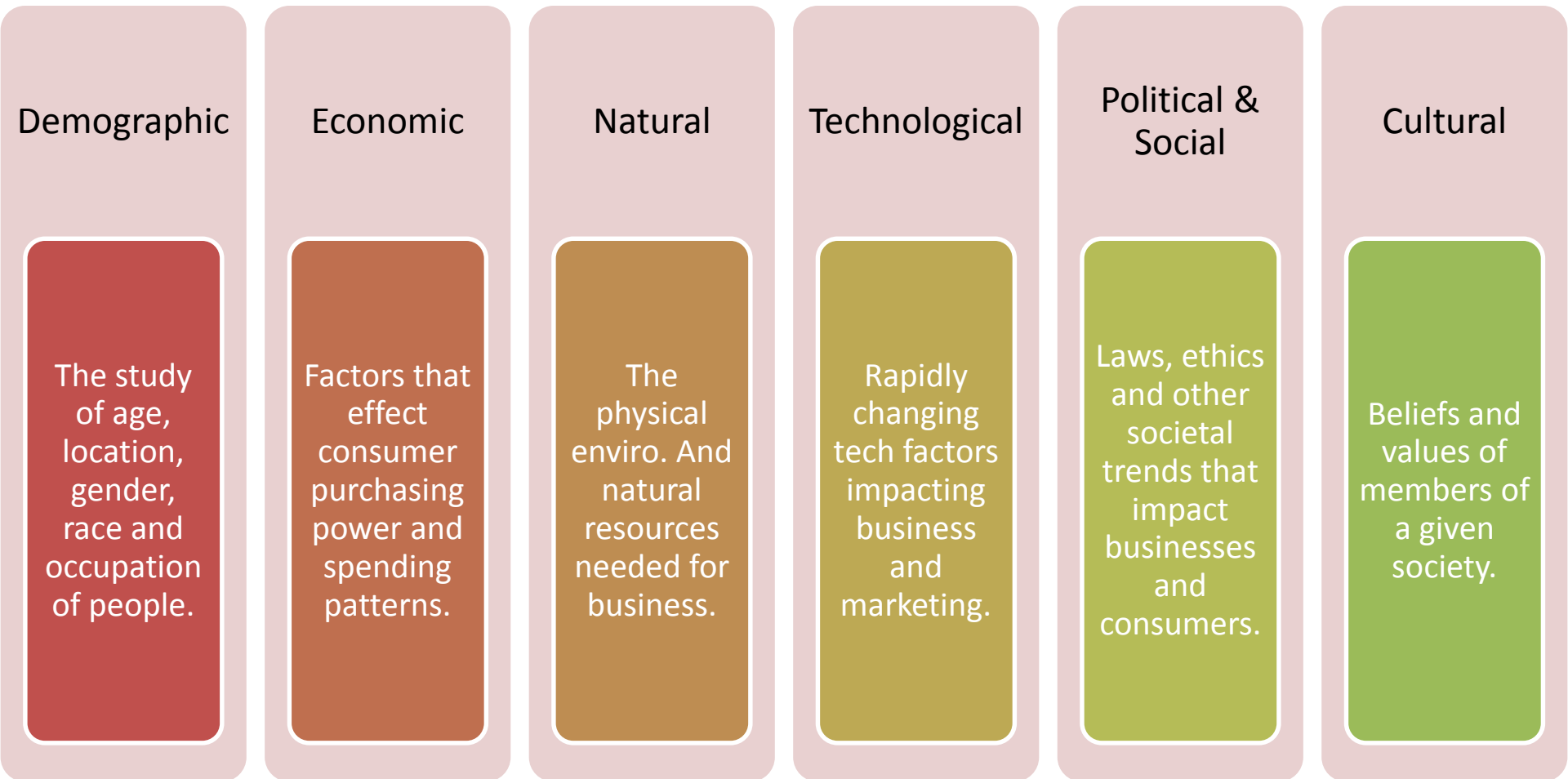
Publics

Those public groups that have an interest in the success of the company.

Customers

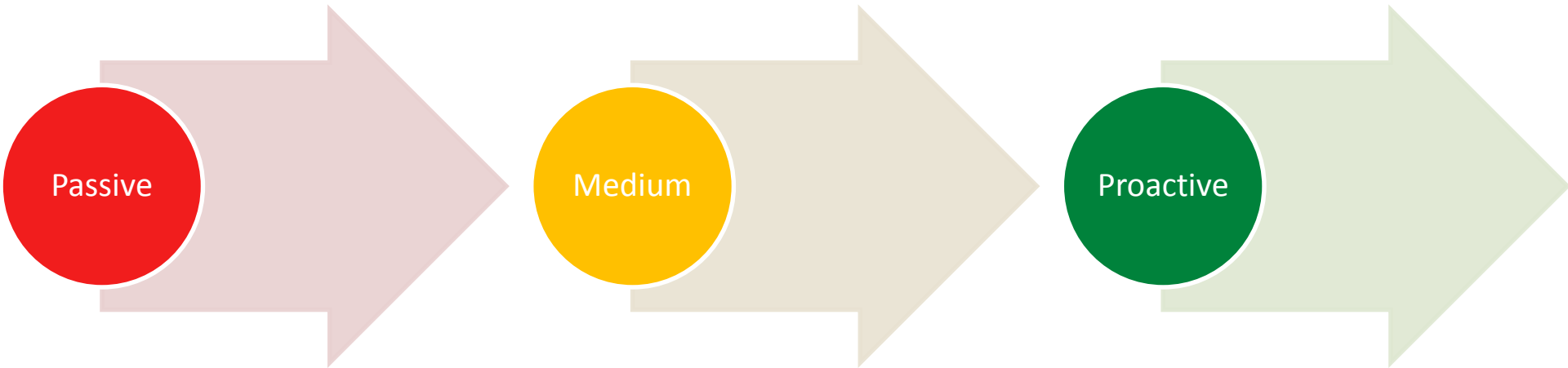
THE MOST IMPORTANT PART OF THE MICRO-ENVIR. Who we target and serve by creating and capturing value.

Macroenvironment



How we respond to the
marketing environment
largely defines our
company.

Responding to the Marketing Environment

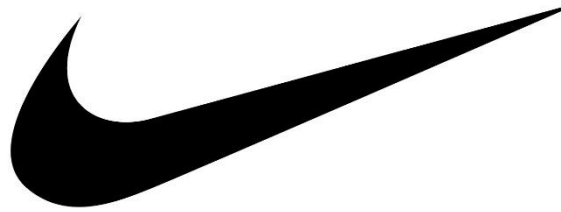


Suppliers & Socially Responsible Business

Micro

Suppliers

Provide the resources needed for the company to produce its goods and services



Macro

Political & Social

Laws, ethics and other societal trends that impact businesses and consumers.

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