

Principles of Marketing

BUS-2230-VO01

Online

Ross Evans

A little about me...

I'm not a teacher by trade.



- A little about me....
 - Hometown: Northfield, VT
 - Attended Western New England University (Business Management)
 - Ten years working in sales and marketing in Massachusetts (Reebok, New Balance, Two Ten)
 - 2010-2013 Director of Marketing for Simon Pearce
 - Currently Director of Marketing for a marketing/PR firm based in new York City
 - Live in Randolph

- Formed just 6 weeks after 9/11 in New York City
- The marketing agency works with businesses in tourism, hospitality, culinary and design industries
- Main focuses:
 - Public Relations, Social Media, Digital Marketing, Reputation Management and Advertising
- Local clients include: Lake Morey Resort, Essex Resort & Spa and Woodstock Inn & Resort
- My responsibilities: social media marketing, marketing strategy, digital marketing, training

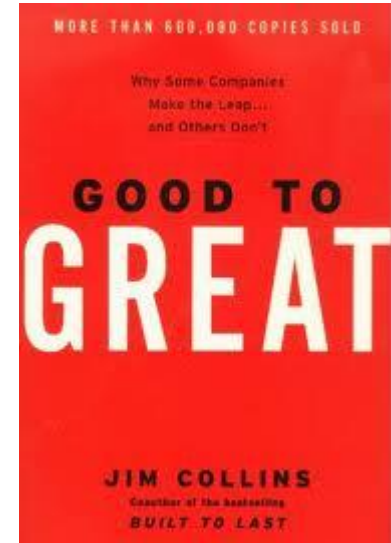
Grading

- 25% Assignments & 2 In-Class Quizzes (quizzes = 5 points each; 15 assignments = 1 point each)
- 15% Participation
- 35% Marketing Plan (35 possible points)
- 25% Mid-term and Final Exams (12 points for the mid-term, 13 points for the final)

Additional resources used in this class...



**FAST
COMPANY**



Entrepreneur®

Introduction to Marketing

What is



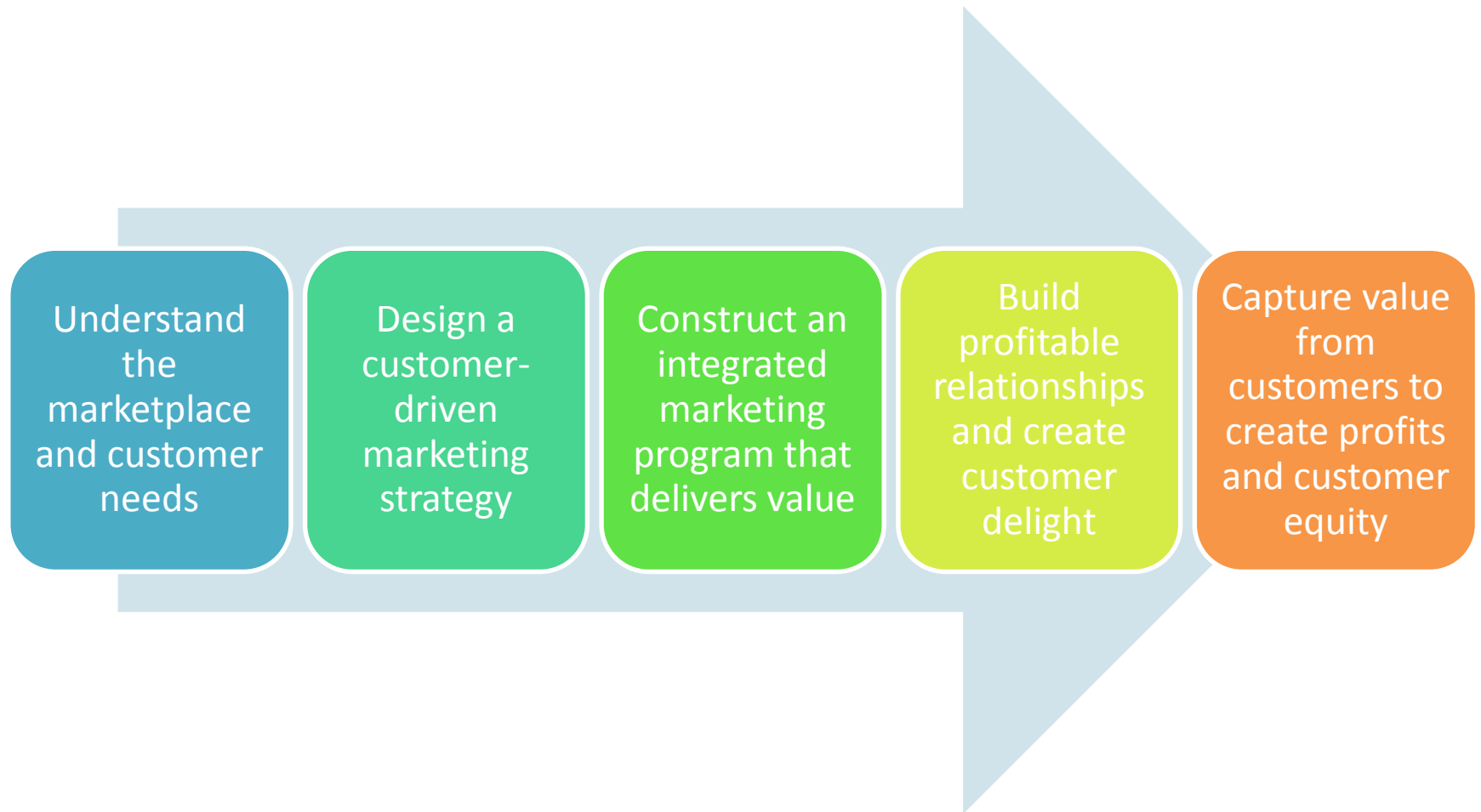
Marketing Defined

- Marketing is value created ***for*** customers that in return, captures value ***from*** customers.
- What do we mean by “create value” and “capture value”?

How much did you
pay for your cell
phone?



How do companies create value for customers?



Understanding the Marketplace and Customer Needs

- Research customers and the marketplace
- Manage marketing information and customer data

Designing a Customer-Driven Marketing Strategy

- Select customers to serve: market segmentation and targeting
- Decide on value proposition: differentiation and positioning

Preparing an Integrated Marketing Plan

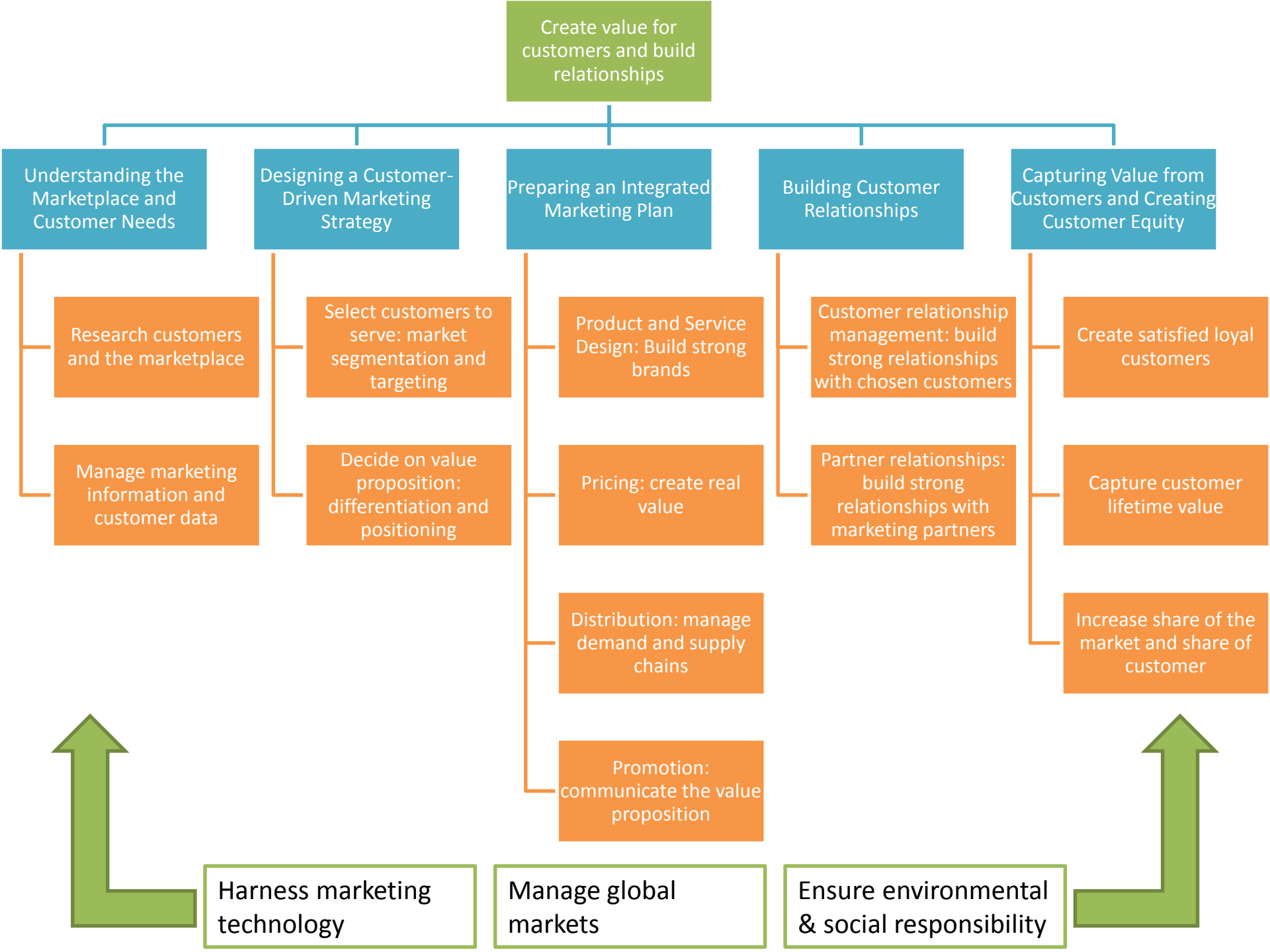
- Product and Service Design: Build strong brands
- Pricing: create real value
- Distribution: manage demand and supply chains
- Promotion: communicate the value proposition

Building Customer Relationships

- Customer relationship management: build strong relationships with chosen customers
- Partner relationships: build strong relationships with marketing partners

Capturing Value from Customers and Creating Customer Equity

- Create satisfied loyal customers
- Capture customer lifetime value
- Increase share of the market and share of customer





Tony Hsieh – Founder & CEO of Zappos.com

Tony Hsieh – Founder & CEO of Zappos.com

- Known for his unorthodox management style which has led to unorthodox marketing of Zappos.com
- Much of his business success is based on his use of Zappos ten core values, which include:
 - Embrace and drive change, Create fun and a little weirdness, Build a positive team and family spirit, Be passionate and determined, Do more with less
- Where does it come from?

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