



Marketing Moments

Marketing Moments

BIGGI WEISCHEDEL

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KAMLOOPS



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Acknowledgements

The Open Press



The Open Press combines TRU's open platforms and expertise in learning design and open resource development. TRU Open Press supports the creation and reuse of open educational resources, while encouraging open scholarship and research.

Land Acknowledgement

Thompson Rivers University (TRU) campuses are situated on the traditional lands of the Tk'emlúps te Secwépemc (Kamloops) and the T'exelc (Williams Lake) within Secwepemcúl'ecw, the traditional and unceded territory of the Secwépemc. The rich tapestry of this land also encompasses the territories of the St'át'imc, Nlaka'pamux, Tšilhqot'in, Nuxalk, and Dakelh. Recognizing the deep histories and ongoing presence of these Indigenous peoples, we express gratitude for the wisdom held by this land. TRU is dedicated to fostering an inclusive and respectful environment, valuing education as a shared journey. The TRU Open Press, inspired by collaborative learning on this land, upholds open access principles, and freely accessible education for all.

Resource Development Team 2024



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Resources

Marketing Moments by Dr. Biggi Weischedel has been

created from a combination of original content and materials compiled and adapted from a number of open text publications, including:

- Principles of Marketing
 - Albrecht, M. G., Green, M., & Hoffman, L. (2023). *Principles of marketing*. OpenStax. <https://openstax.org/books/principles-marketing/pages/preface>.
- Introduction to Consumer Behaviour
 - Niosi, A. (2021). *Introduction to consumer behaviour*. BCcampus. <https://opentextbc.ca/introconsumerbehaviour/>.
- Principles of Marketing – H5P Edition
 - *Principles of marketing – H5P edition*. (2022). BCcampus. <https://opentextbc.ca/principlesofmarketingh5p/>.
- Writing for Strategic Communication Industries
 - Roberts, J. (2016). *Writing for strategic communication industries*. Ohio State University. <https://ohiostate.pressbooks.pub/stratcommwriting/>.
- Fundamentals of Business, 3rd edition
 - Skripak, S. J., & Poff, R. (2020).

Fundamentals of business (3rd ed.). Pamplin
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Accessibility

The web version of Marketing Moments has been designed to meet Web Content Accessibility Guidelines 2.0, level AA. In addition, it follows all guidelines in Appendix A: Checklist for Accessibility of the Accessibility Toolkit – 2nd Edition.

Includes:

- **Easy navigation.** This resource has a linked table of contents and uses headings in each chapter to make navigation easy.
- **Accessible links.** All links use descriptive link text.

Accessibility Checklist

Inclusive Accessibility Evaluation

Element	Requirements	Pass
Headings	Content is organized under headings and subheadings that are used sequentially.	Yes
Images	Images that convey information include alternative text descriptions. These descriptions are provided in the alt text field, in the surrounding text, or linked to as a long description.	Yes
Images	Images and text do not rely on colour to convey information.	Yes
Images	Images that are purely decorative or are already described in the surrounding text contain empty alternative text descriptions. (Descriptive text is unnecessary if the image doesn't convey contextual content information.)	Yes
Tables	Tables include row and/or column headers with the correct scope assigned.	N/A
Tables	Tables include a title or caption.	N/A
Tables	Tables do not have merged or split cells.	N/A
Tables	Tables have adequate cell padding.	N/A
Links	The link text describes the destination of the link.	Yes
Links	Links do not open new windows or tabs. If they do, a textual reference is included in the link text.	Yes
Links	Links to files include the file type in the link text.	N/A
Video	All videos include high-quality (i.e., not machine generated) captions of all speech content and relevant non-speech content.	N/A
Video	All videos with contextual visuals (graphs, charts, etc.) are described audibly in the video.	N/A
H5P	All H5P activities have been tested for accessibility by the H5P team and have passed their testing.	Yes
H5P	All H5P activities that include images, videos, and/or audio content meet the accessibility requirements for those media types.	N/A
Font	Font size is 12 point or higher for body text.	Yes
Font	Font size is 9 point for footnotes or endnotes.	N/A
Font	Font size can be zoomed to 200% in the webbook or eBook formats.	Yes/ No

Known Accessibility Issues and Areas for Improvement

- **Chapter 4:** The “Types of B2B Buyers” H5P activity (H5P ID=”14”) may not be accessible with a keyboard for those who use assistive technology (such as a screen reader).
- **Chapter 8:** The Channel Partner activity (H5P ID=”21”) may not work well in a phone and may not be accessible. If you are using assistive technology, such as a screen reader, try using it with a keyboard only.

This section is adapted from the Accessibility Toolkit – 2nd Edition by BCcampus, licensed under CC-BY.

Other Formats Available

- This Open Education resource is a web-first resource. However, in addition to the web version, this book is available in PDF (for digital distribution) or EPUB (for eReaders) format. The Digital PDF has passed the Adobe Accessibility Check.

OER Adoption Form

Please consider filling out a survey about this textbook to help us better understand how it's used and fits with the needs of our readers.

PART I
INTRODUCTION

About This Book

This book introduces anybody who is interested in learning about marketing to content and practice activities in marketing. Each chapter suggests readings, followed by H5P activities to practice the concepts. Additional readings of textbooks or OER are always encouraged to improve the student's knowledge in this field.

While the sections of various Open Textbooks suggested here specifically prepare you for the practice exercises, we recommend engaging with all the content in the textbooks and OER listed here. If you have access to an academic library, many academic journals are available to you; these resources can provide insights into current research and the development and application of the concepts to current situations and business environments.

Use Instructions:

We recommend this course to anybody who might encounter marketing in their work or business operations. We have compiled the most important concepts in marketing, providing links to essential readings and to activities to practice the concepts. All readings are Open Resources, eliminating the need to buy any textbooks or other books.

Note that this book is only an introduction. If you would like to study these topics further or learn more about specific areas that may apply to your work, you can continue your marketing education after completing this course. Some knowledge areas you can look into are retail marketing, digital marketing, marketing research, tourism marketing, B2B marketing or small business marketing. A multitude of resources are available in any library or from publishers directly.




PART II
BOOK CHAPTERS

Chapter 1 – Basics of Marketing

Introduction

In this chapter, you will learn about the four components of marketing, the 4 P's of marketing, what it means to create value in marketing and how to distinguish between market-oriented, product-oriented, and selling-oriented companies.


Readings

-  1.1 Defining Marketing from Principles of Marketing – H5P Edition (2022).
-  1.1 Marketing and the Marketing Process from Principles of Marketing (Albrecht et al., 2023).
-  1.2 The Marketing Mix and the 4Ps from Principles of Marketing (Albrecht et al., 2023).

Additional Readings

Also consider reviewing the first part of this book chapter before

you attempt the activities below. Later parts of the same book can add to your readings in subsequent chapters below:

-  Chapter 14 Marketing: Providing Value to Customers from Fundamentals of Business (Skripak & Poff, 2020).
-

Practice Activities

Defining Value



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Albrecht, M. G., Green, M., & Hoffman, L. (2023). *Principles of marketing*. OpenStax. <https://openstax.org/books/principles-marketing/pages/1-unit-introduction>.

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Principles of marketing - H5P edition. (2022). BCcampus. <https://opentextbc.ca/principlesofmarketingh5p/>.

Rasyid, F. (2018). *Pile of grocery items* [Image]. Unsplash. <https://unsplash.com/photos/pile-of-grocery-items-ezeC8-clZSs>.

Skripak, S. J., & Poff, R. (2020). *Fundamentals of business* (3rd ed.). Pamplin College of Business, Virginia Tech Publishing. <https://pressbooks.lib.vt.edu/fundamentalsofbusiness3e/>.

Chapter 2 – Evaluating the Internal and External Environments



Introduction

When you or your company are planning marketing activities, it is important to incorporate as much information as possible about how the company's environment will affect the success of these initiatives. This chapter explains why its important to assess the environment in which each company operates.

Analysis of the situations, resources, assets and challenges a company is faced with determines many aspects of the marketing approach.

We also strongly recommended that you conduct additional research and find readings on the application of Porter's Five Forces, including reviewing examples where a company used this analysis for their marketing planning.

Readings

-  2.2 Components of the Strategic Planning Process from Principles of Marketing – H5P Edition (2022).
-  1.3 Factors Comprising and Affecting the Marketing

Environment from Principles of Marketing (Albrecht et al., 2023).

Practice Activities



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- Albrecht, M. G., Green, M., & Hoffman, L. (2023). *Principles of marketing*. OpenStax. <https://openstax.org/books/principles-marketing/pages/1-unit-introduction>.
- Horak, T. (2020). *Red and white ford truck on road during daytime* [Image]. Unsplash. <https://unsplash.com/photos/red-and-white-ford-truck-on-road-during-daytime-9bJG9FNXZ4Y>.
- Principles of marketing - H5P edition*. (2022). BCcampus. <https://opentextbc.ca/principlesofmarketingh5p/>.
- Tsang, A. (2019). *MEC signage* [Image]. Unsplash. https://unsplash.com/photos/mec-signage-DScJ_HAfP98.

Chapter 3 – Consumer Purchase Decisions

Introduction



Have you ever paid close attention to how you make purchasing decisions? Have you asked yourself:

- Who is involved?
- How do I find and select information?
- Which influences are critical?


It is a very interesting area of study, combining marketing with psychology and anthropology, together with other influences such as society and demographics.

After reading the suggested chapters, you will practice identifying buying process stages and factors that influence purchasing decisions.

Readings


-  3.1 Factors That Influence Consumers' Buying Behavior from Principles of Marketing – H5P Edition (2022).
-  3.2 Low-Involvement Versus High-Involvement Buying Decisions and the Consumer's Decision-Making Process from

Principles of Marketing – H5P Edition (2022).

-  3.3 The Consumer Purchasing Decision Process from Principles of Marketing (Albrecht et al., 2023).

Additional Readings

If Consumer Behaviour is of particular interest to you, consider reading this OER, available from BC Campus:

-  Introduction to Consumer Behaviour by Andrea Niosi (2021).

Practice Activities

In the following activity, drag and drop the text into the correct zone. For each zone, first select the label for the respective step in the buying process, and then assign any actions that would happen at this step.



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- Albrecht, M. G., Green, M., & Hoffman, L. (2023). *Principles of marketing*. OpenStax. <https://openstax.org/books/principles-marketing/pages/1-unit-introduction>.
- Pham, D. (2018). *People holding shoulders sitting on wall* [Image]. Unsplash. https://unsplash.com/photos/people-holding-shoulders-sitting-on-wall-Cecb0_8Hx-o.
- Principles of marketing – H5P edition*. (2022). BCcampus. <https://opentextbc.ca/principlesofmarketingh5p/>.
- Niosi, A. (2021). *Introduction to consumer behaviour*. BCcampus. <https://opentextbc.ca/introconsumerbehaviour/>.




Chapter 4 – B2B Markets

Introduction

Business-to-business (B2B) marketing encompasses a wide range of detail and approaches that go beyond the scope of this course. Therefore, you will only be provided an introduction to this area.

But after reading the recommended sections, you will have a good understanding of how B2B and B2C (business-to-consumer) marketing differ as they target different markets and processes. If you work in B2B and deal with these relationships, you will be able to apply this knowledge and conduct further study into those markets and connections.

Readings

-  4.1 The Characteristics of B2B Markets from Principles of Marketing – H5P Edition (2022).
-  4.2 Types of B2B Buyers from Principles of Marketing – H5P Edition (2022).
-  All of Chapter 4 (Business Markets and Purchasing Behavior), starting with:
 - 4.1 The B2B Market from Principles of Marketing (Albrecht et al., 2023).

Practice Activities

Note: The “Types of B2B Buyers” activity below may not be accessible with a keyboard for those who use assistive technology (such as a screen reader).



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References

Albrecht, M. G., Green, M., & Hoffman, L. (2023). *Principles of marketing*. OpenStax. <https://openstax.org/books/principles-marketing/pages/1-unit-introduction>.

Principles of marketing - H5P edition. (2022). BCcampus. <https://opentextbc.ca/principlesofmarketingh5p/>.

Chapter 5 – Segmentation, Targeting, and Positioning



Introduction

Segmentation, targeting, and positioning (STP) is a key concept in marketing. Money spent on ads, commercials, or brochures is wasted if they do not reach the people (or companies) you want to appeal to. Therefore, identifying your target audience is critical. Although other people outside your target audience can and will buy your products, your marketing will be directed towards people who will gain the most value from your product and will connect the most with your marketing.

Segmentation and positioning help place your offerings in the best context so your target audience can access and gain the most value from it. At the same time, these methods will help you understand the optimal position to market your company or product (e.g., low-cost leader or luxury item).

Readings

-  5.2 How Markets Are Segmented from Principles of Marketing – H5P Edition (2022).
-  5.3 Selecting Target Markets and Target-Market Strategies from Principles of Marketing – H5P Edition (2022).

-  5.4 Positioning and Repositioning Offerings from Principles of Marketing – H5P Edition (2022).
 -  All of Chapter 5 (Market Segmentation, Targeting, and Positioning), starting with:
 - 5.1 Market Segmentation and Consumer Markets from Principles of Marketing (Albrecht et al., 2023).
-

Practice Activities



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<https://marketingmoments.pressbooks.tru.ca/?p=28#h5p-15>

In the activity below, you will practice positioning brands with the help of a Perceptual Map. You are given a perceptual map for clothing brands. Drag and drop each brand into the appropriate spot on the Perceptual Map. If you are not familiar with the brands, do some research online before you complete this exercise.



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References

- Albrecht, M. G., Green, M., & Hoffman, L. (2023). *Principles of marketing*. OpenStax. <https://openstax.org/books/principles-marketing/pages/1-unit-introduction>.
- Principles of marketing - H5P edition*. (2022). BCcampus. <https://opentextbc.ca/principlesofmarketingh5p/>.

Chapter 6 – Branding and Packaging

Introduction

Branding is one of the most visible and powerful expressions of marketing; however, labelling and packaging are often overlooked.

This chapter and its practice activities will help you understand how packaging and labelling affect marketing products.

Next time you are out shopping, look at the packaging of products and see if you can apply these concepts to determine why specific design decisions were made.

Readings

-  6.4 Branding, Labeling, and Packaging from Principles of Marketing – H5P Edition (2022).
 -  9.5 Branding and Brand Development from Principles of Marketing (Albrecht et al., 2023).
 -  9.7 Creating Value through Packaging and Labeling from Principles of Marketing (Albrecht et al., 2023).
-

Practice Activities



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<https://marketingmoments.pressbooks.tru.ca/?p=30#h5p-17>

For more information on packaging, check out the following resources:

- E-Commerce Packaging vs Retail Packaging: Understanding Their Key Differences (Impack.co, 2023).
- Packaging Materials Regulations in the United States: An Overview (Shen, 2022)



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Chapter 7 – The Product Life Cycle

Introduction

Every product on the market is in one of the four stages of the Product Life Cycle (PLC). Each stage involves different marketing goals, and, therefore, different marketing activities. While basic and proven concepts (e.g., segmentation, branding, and positioning) still apply, the focus of marketing objectives will vary between stages.

This chapter's activities will help you practice identifying these stages by using examples from your own environment.

Readings

-  7.2 Managing New Products: The Product Life Cycle from Principles of Marketing – H5P Edition (2022).
 -  9.3 The Product Life Cycle from Principles of Marketing (Albrecht et al., 2023).
 -  9.4 Marketing Strategies at Each Stage of the Product Life Cycle from Principles of Marketing (Albrecht et al., 2023).
-

Practice Activities



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- Albrecht, M. G., Green, M., & Hoffman, L. (2023). *Principles of marketing*. OpenStax. <https://openstax.org/books/principles-marketing/pages/1-unit-introduction>.
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Chapter 8 – Distribution Channels



Introduction


All concepts discussed up to this point are irrelevant if the product or service cannot reach the customer. Even the best marketing campaigns with meticulous planning of strategy and message, market segmentation, and precise targeting of the most appropriate segment will fail if the product cannot be delivered.

Distribution is critical. It also relates back to packaging since different channels may require different packaging. Furthermore, many new channels have formed that are facilitated through online media.

Additionally, supply chain management ensures that all members of the supply chain, from producer to end customer, work well together and create value along the way.

Readings

-  8.1 Marketing Channels and Channel Partners from Principles of Marketing – H5P Edition (2022).
-  8.3 Functions Performed by Channel Partners from Principles of Marketing – H5P Edition (2022).

-  Sections 17.1 to 17.5, starting with:
 - 17.1 The Use and Value of Marketing Channels from Principles of Marketing (Albrecht et al., 2023).
-

Practice Activities

Note: The “Channel Partner” activity below may not work well on a phone and may not be accessible. If you are using assistive technology, such as a screen reader, try using it with a keyboard only.



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References

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Principles of marketing - H5P edition. (2022). BCcampus. <https://opentextbc.ca/principlesofmarketingh5p/>.

Chapter 9 – Data Gathering

Introduction



Similar to other business areas (or other industries), it is critical to have all the necessary information to plan marketing strategies and approaches. Extensive data collections need to be analyzed to strategically plan for the future and decide on the best marketing initiatives (and where to spend the money).


In this chapter, we distinguish between evaluating data from:

- Internal systems – customer databases, product performances, inventory, and accounting.
- External systems – primary sources (e.g., focus groups, surveys, and competitor data) and secondary sources (e.g., literature reviews).

Marketing research results can be added to marketing information systems (MIS) to inform strategic decisions.

Readings

-  10.1 Marketing Information Systems from Principles of Marketing – H5P Edition (2022).
-  10.2 Steps in the Marketing Research Process from Principles of Marketing – H5P Edition (2022).

-  All of Chapter 6 (Marketing Research and Market Intelligence), starting with:
 - 6.1 Marketing Research and Big Data from Principles of Marketing (Albrecht et al., 2023).
-

Practice Activities



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- **H5P Image 11:** People sitting on chair in front of table while holding pens during daytime (<https://unsplash.com/photos/people-sitting-on-chair-in-front-of-table-while-holding-pens-during-daytime-KdeqA3aTnBY>) by Dylan Gillis, via Unsplash, is used under the Unsplash (<https://unsplash.com/license>) license.

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Gillis, D. (2018). *People sitting on chair in front of table while holding pens during daytime* [Image]. Unsplash. <https://unsplash.com/photos/people-sitting-on-chair-in-front-of-table-while-holding-pens-during-daytime-KdeqA3aTnBY>.

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Chapter 10 – PR, Advertising and Personal Selling



Introduction




Someone new to marketing may assume advertising is the main application of marketing. It's part of marketing but as can be seen from this book, marketing involves a whole lot more than advertising materials.

However, this chapter explores how to apply marketing strategy to advertising, while also investigating other communication channels (e.g., public relations and professional selling). While professional selling may bring back memories of door-to-door salespeople, it is still a popular and efficient sales channel in B2B settings.

Also, please note that often times the terms personal selling and professional selling are used almost synonymously, even though technically they are not the same (professional selling doesn't have to be personal selling, and vice versa).

Readings

-  12.1 Public Relations Activities and Tools from Principles of Marketing – H5P Edition (2022).
-  Public Relations Writing; Sections 48 to 53, starting with:

- 48. The Role of Writing in Public Relations from Writing for Strategic Communication Industries (Roberts, 2016).
 -  11.4 Advertising and Direct Marketing from Principles of Marketing – H5P Edition (2022).
 -  Professional Selling; Sections 13.1 to 13.5, starting with:
 - 13.1 The Role Professional Salespeople Play from Principles of Marketing – H5P Edition (2022).
 -  61. The Role of Advertising in Society from Writing for Strategic Communication Industries (Roberts, 2016).
-

Practice Activities



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Jordan, B. (2020). *Blue and white logo guessing game* [Image]. Unsplash. <https://unsplash.com/photos/blue-and-white-logo-guessing-game-LPZy4da9aRo>.

LinkedIn Sales Solutions. (2019). *Unknown person using laptop* [Image]. Unsplash. <https://unsplash.com/photos/unknown-person-using-laptop-YDVdprpgHv4>.

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Chapter 11 – Integrated Marketing Communications




Introduction


This chapter explains why it is important to combine all channels and distribution methods mentioned in previous chapters in a consistent and coherent way.

These channels and distribution methods need to be in line with each other, meaning customers should experience brand characteristics and promotional approaches the same way across all channels.

Integrated marketing communications (IMC) is a practice that ensures your message is clear, consistent, and reliable.

Readings

-  11.1 Integrated Marketing Communications (IMC) from Principles of Marketing – H5P Edition (2022).
-  11.2 The Promotion (Communication) Mix from Principles of Marketing – H5P Edition (2022).
-  11.3 Factors Influencing the Promotion Mix, Communication Process, and Message Problems from Principles of Marketing – H5P Edition (2022).

-  All of Chapter 13 (Integrated Marketing Communications), starting with:
 - 13.1 The Promotion Mix and Its Elements from Principles of Marketing (Albrecht et al., 2023).
-

Practice Activities



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Various criteria determine the Promotions Mix. In this Memory Card game, match the criterion with the corresponding example.



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References

Albrecht, M. G., Green, M., & Hoffman, L. (2023). *Principles of marketing*. OpenStax. <https://openstax.org/books/principles-marketing/pages/1-unit-introduction>.

Firmbee.com. (2015). *Person holding white Samsung Galaxy Tab* [Image]. Unsplash. <https://unsplash.com/photos/person-holding-white-samsung-galaxy-tab-jrh5lAq-mIs>.

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Chapter 12 – The Marketing Plan




Introduction



In this last chapter, you will be introduced to valuable readings about marketing plans.

If you have taken this course to learn more about marketing, chances are high that you will attempt to create a marketing plan at some point, whether for your own business or for the one that employs you.

Here you will learn about what comprises a marketing plan, including the required parts, order, category research, and responsibilities of the professionals involved.

Readings

-  16.1 The Marketing Plan from Principles of Marketing – H5P Edition (2022).
-  2.3 Purpose and Structure of the Marketing Plan from Principles of Marketing (Albrecht et al., 2023).
-  16.2 Marketing Planning Roles from Principles of Marketing – H5P Edition (2022).

-  2.2 The Role of Marketing in the Strategic Planning Process from Principles of Marketing (Albrecht et al., 2023).
 -  16.3 Functions of the Marketing Plan from Principles of Marketing – H5P Edition (2022).
-

Practice Activities



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Albrecht, M. G., Green, M., & Hoffman, L. (2023). *Principles of marketing*. OpenStax. <https://openstax.org/books/principles-marketing/pages/1-unit-introduction>.

GR Stocks. (2020). *Grayscale photo of person holding glass* [Image]. Unsplash. <https://unsplash.com/photos/grayscale-photo-of-person-holding-glass-Iq9SaJezkOE>.

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