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MANAGEMENT OF PEOPLE AND ORGANIZATIONS

MANAGEMENT

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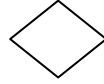
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VOLUME 3

MANAGEMENT

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PREFACE

This textbook, prepared for the MBA program of the Hellenic Open University (HOU), is organized into four chapters covering the critical issues encountered in a marketing management course.

In the first chapter, entitled “An Overview of Marketing Management,” the focus is set on the terms, concepts, tasks and ideas involved in the marketing discipline as well as in the modern marketing environment.

The second chapter, entitled “Analyzing the Marketing Environment,” focuses on the marketing opportunities that a company should analyze. First, issues concerning the strategic market planning are discussed. Next, themes concerning marketing research, marketing information and demand forecasting are presented. Following that, the major macroenvironment forces and trends are briefly explained since they present useful information sources in analyzing business opportunities and threats. Also, the consumer and the industrial buying behavior are discussed. Then, the emphasis is set on competitor analysis and on market attractiveness. Finally, the first two steps of the STP procedure, namely market segmentation and targeting, are thoroughly presented.

The third chapter, entitled “Developing, Positioning and Managing the Market Offering,” discusses the development of broad market strategies. First, issues concerning the product positioning and differentiation are analyzed. Next, themes concerning new product development and the consumer adoption processes are discussed. The chapter continues with a brief presentation of the most important issues concerning international marketing. Also, the chapter focuses on the main concepts in product and brand management. Finally, issues concerning services and their marketing mix are discussed.

In the fourth chapter, entitled “Communication, Pricing and Delivering Value,” the focus is set on the management of marketing programs and on delivering the value proposition to the customer. Thus, issues concerning marketing channels, value networks, pricing and the major decisions associated with it as well as value communication and customer orientation are discussed.

Furthermore, each chapter is structured as following:

[Chapter List]

[Chapter Title]

[Scope of the Chapter]: *A brief discussion of the chapter key topics*

[Learning Objectives]: *A list of topics that the student will be able to discuss after reading the chapter.*

[Key Terms]: *The key terms and ideas discussed in the chapter*

[Introductory Comments]: *A brief chapter introduction*

[Chapter Section/Subsection]: *A series of specific topics analysis*

[Chapter Section Activity/Self Assessment Exercise]: *Practical Questions and exercises for the student to assess his/her level of understanding of the chapter section specific topics discussed.*

[Chapter Synopsis/Conclusions]: *A brief presentation of the more significant ideas covered in the chapter*

[Recommended Reading]: *A list of books and articles recommended for reading along with the chapter in order to better assimilate the topics discussed*

[Appendix]: *Key insights about the activities and the self-assessment exercises*

[Bibliography]: *List of the books and articles mostly used in this textbook*

Overall, the aim of this textbook is to provide the student an opportunity to come across the major ideas involved in modern marketing management theory, as well as insights and triggers for more in-depth analysis of selected marketing topics through other readings such as those presented in the recommended readings and the reference lists.