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About the Authors

Keith J. Tuckwell

Keith Tuckwell is a graduate of Ryerson University in Business Administration Marketing. Following graduation he held various marketing and advertising management positions with leading consumer goods companies, including Reckitt & Coleman, Maple Leaf Mills, and Quaker Oats Company of Canada. Having a desire to teach young marketers, Keith joined St. Lawrence College in 1980 and has taught courses in Introductory Marketing, Advertising, Advertising Management, Media Planning, Integrated Marketing Communications, Public Relations, Business Marketing, Marketing Research, and Personal Selling. He was Coordinator of the Marketing and Advertising programs for many years, and Chair, Marketing and Management, for a three-year term. Keith was also an Adjunct Instructor at Queen’s University teaching Introduction to Marketing, Marketing Communications, and Marketing Strategy in the Bachelor of Commerce program and the former two-year MBA program.

Keith has authored several uniquely Canadian textbooks, the first of their kind in the Canadian marketplace. Among his titles are Canadian Advertising in Action (now in its 10th edition), Canadian Marketing in Action (8 editions), and Integrated Marketing Communications: Strategic Planning Perspectives (now in its 4th edition).

Marina Jaffey

Marina Jaffey holds a Masters degree in education from the University of Victoria and a bachelor of commerce degree from Carleton University. She has an extensive background in business planning, trade marketing, and sales management with Unilever, a global consumer goods firm. In her role as district sales manager with Unilever, Marina was a three-time recipient of the Sales Excellence Award. Marina has also worked as a consultant for organizations including the National Gallery of Canada and the B.C. government. She has served as board member for Sales and Marketing Executives Victoria and as program co-chair for the Canadian Public Relations Society national conference. Her current position as Program Leader and Instructor at Camosun College in Victoria, B.C., enables her to share her passion for marketing with students. Marina develops and delivers a variety of courses in the Bachelor of Business Administration–Marketing program, including Introduction to Marketing, Marketing Communications, Communication Tools and Media, Business-to-Business Marketing, and Sales Management.
Preface

The Second Edition of Think Marketing: Creating More Value for You!

The second edition of Think Marketing makes learning and teaching marketing more effective, easier, and more enjoyable than ever. Its streamlined approach strikes a careful balance between depth of coverage and ease of learning. The second edition’s brand-new design enhances student understanding. And when combined with our online homework and personalized study tool, Think Marketing ensures that you will come to class well prepared and leave class with a richer understanding of basic marketing concepts, strategies, and practices.

The chapters are presented in a logical sequence that reflects the development of a marketing plan. The initial chapters focus on inputs for marketing planning and cover topics such as the external environment, marketing research, and consumer and business buying behavior. The focus then shifts to the strategic planning process and the marketing plan. Then, the strategic components of the marketing plan—the marketing mix—are presented in detail.

The authors’ objectives in preparing this edition were to

1. Present content in a clear and engaging manner
2. Offer examples and illustrations that students would be familiar with so that students can link theoretical concepts with marketing applications
3. Retain a sound balance between theory and practice and introduce students to the process of strategic marketing planning
4. Be as current as possible, recognizing that new technologies are changing the ways that marketing is practised, at a rather rapid pace.

Marketing: Creating Customer Value and Relationships

Top marketers all share a common goal: putting the consumer at the heart of marketing. Today’s marketing is all about creating customer value and building profitable customer relationships. It starts with understanding consumer needs and wants, deciding which target markets the organization can serve best, and developing a compelling value proposition by which the organization can attract, keep, and grow the number of targeted consumers. If the organization does these things well, and does so in a socially responsible manner, it will reap the rewards in terms of market share, profits, and customer equity. In the second edition of Think Marketing, you’ll see how customer value—creating it and capturing it—drives every good marketing strategy.

The second edition of Think Marketing is truly a Canadian textbook that includes examples and illustrations with which students will readily identify. Illustrations and photographs are presented in a colourful format, with each illustration demonstrating how an important marketing concept is applied. As well, each chapter offers two Think Marketing boxes that contain a unique story outlining how an organization or brand has successfully applied the marketing fundamentals students will learn about. Finally, an Experience Marketing exercise is included at the end of each chapter. The purpose of these exercises is to have students assume the role of marketer and outline a plan of action to resolve a marketing problem or pursue an opportunity.
Think Marketing is the most up-to-date book on the subject. It includes discussion on all the latest trends and practices, and clearly demonstrates the important role that marketing plays in achieving an organization’s business objectives.

New in the Second Edition

The second edition of Think Marketing has been thoroughly revised to reflect the major trends and forces that affect marketing in this era of customer value and relationships. Here are just some of the major changes you’ll find in this edition.

- Chapter 1 (Contemporary Marketing) presents a simplified marketing process model that allows students to quickly grasp the essentials of marketing planning and decision-making. The model focuses on five essential steps:
  - Assessing customer needs
  - Identifying and selecting target markets
  - Devising marketing strategies to attract target markets
  - Devising customer relationship management programs to build customer loyalty and establish long-term relationships
  - Evaluating and controlling programs.

- A new section titled Ethical Considerations for Marketing examines the need for organizations to conduct marketing practices in a socially and environmentally productive manner. New content in many other chapters and in several Think Marketing boxes examine the importance of ethical practice and socially responsible marketing by organizations.

- Marketing success today relies heavily on effective customer relationship management programs. Since more companies are establishing longer term financial and sustainability objectives there is a need for expanded discussion on customer relationship management. Customer relationship management is introduced in Chapter 1 (Contemporary Marketing) and expanded upon in Chapter 3 (Marketing Intelligence), Chapter 5 (Business-to-Business Marketing) and Chapter 13 (Retailing).

- In Chapter 2 (External Environments) updates and new illustrations of all external influences affecting the development of marketing strategies are provided. Recent trends in mobile marketing and the influence of smart devices on marketing organizations are explored here. New information about external influences that have an impact on marketing planning was also added to Chapter 6 (Segmentation and Targeting). The rapid pace of change dictates that marketers react more quickly than before.

- The introductory discussion of social media marketing has increased in Chapter 1 (Contemporary Marketing). Concepts such as brand democratization, consumer-generated content, and content marketing are introduced to reflect how marketing has become more of a two-way interaction between marketer and customer. Expanded discussion of social media communications has also increased in Chapter 4 (Consumer Buying Behaviour) and Chapter 14 (IMC: Media Advertising and Emerging Media Platforms). Building relationships through effective two-way communications and communication sharing are fast becoming essential components of the communications mix.

- In Chapter 3 (Marketing Intelligence) there is enhanced coverage of information collection and analysis of data. Several new stories are included to demonstrate how organizations use information to make astute marketing decisions and develop more impactful marketing strategies. Information plays a key role in attracting and retaining satisfied customers.

- Canadian consumers are changing their shopping habits. Chapter 4 (Consumer Behaviour) explores how and why these habits have changed. The impact of social media, the Internet, and the increasingly multicultural nature of the Canadian marketplace are examined in detail.
In Chapter 5 (Business-to-Business Marketing and Organizational Buying Behaviour) ethics and sustainable business practices are given greater emphasis. New examples of marketing organizations that have successfully adopted a triple bottom line philosophy are included.

In Chapter 6 (Segmentation and Targeting) discussion of ethnic marketing has been expanded. New stories embedded in the chapter and a new Think Marketing box show how various companies are successfully attracting ethnic customers with unique marketing programs.

A strong focus on strategic planning remains a foundation of this textbook. Chapter 7 (Strategic Marketing Planning) draws the links between corporate (executive level) planning and marketing (functional) planning. New illustrations and examples portray the marketing planning process. The content of a typical marketing plan is presented in this chapter.

In Chapter 12 (Distribution and Supply Chain Management) greater emphasis is placed on multi-channeling and electronic distribution systems. The expanding role of e-commerce and its impact on distribution strategy is explored. The changing nature of Canada’s retail landscape and the impact of e-commerce on retailer marketing strategies are presented in Chapter 13 (Retailing).

Chapter 14 (Media Advertising and Emerging Media Platforms) presents a balanced discussion of all media alternatives. Given the emerging dominance of online communications and social media communications, both topics are presented in greater detail in this edition.

Chapter 16 (Services and Not-for-Profit Marketing) explores recent innovations in services marketing that are driven by digitally empowered consumers and intense global competition.

Effective marketing involves developing strategies that are in tune with rapidly changing market conditions. Therefore, key topics such as ethics, corporate social responsibility, multiculturalism, shifting demographics, customer relationship management, social media communications, and advancing technologies are themes woven throughout the book. An effort has been made to include brand and corporate examples of small and medium enterprises from across the country, in addition to examples of successful Canadian-owned global companies.

Success Stories Dramatize Marketing Practice

Think Marketing features in-depth, real-world examples and stories that show concepts in action and reveal the drama of modern marketing. In the second Canadian edition, every chapter contains an opening vignette and Think Marketing stories that provide fresh and relevant insights into real marketing practices. By way of example, students will learn how

- IÖGO, a brand with a unique personality, was developed and launched with an effective marketing strategy that made it a leader in the market.
- Google is capitalizing on opportunities created by smart devices and our increasingly connected world.
- West-coast based Monk Office, a leader in corporate social responsibility, is helping its suppliers develop sustainable business practices.
- McDonald’s effectively employed marketing research to identify and develop meatless entrees for the Canadian market.
- Walmart and Scotiabank are tailoring their marketing strategies to meet the unique needs of ethnic customers.
- Marketing grad, Alex MacLean, has successfully launched East Coast Lifestyle, a line of casual clothing and accessories.
Preface

Tim Hortons effectively uses a cup size strategy to improve its profit margins.

Nike successfully marketed itself during the Olympic Games, even though it was not an official sponsor, an interesting and controversial practice referred to as ambush marketing.

Charities such as Missing Children’s Society of Canada are using mobile marketing and social media in creative ways to connect with donors.

Oreo cookies had to adapt its marketing strategy in China (product, package, and marketing communications) in order to meet the needs and tastes of Chinese consumers.

Beyond these features, each chapter is packed with countless real, relevant, and timely examples that reinforce key concepts. No other text brings marketing to life like the second edition of Think Marketing.

Students will Experience Marketing Decisions

For students to fully appreciate the nature and impact of marketing, it is important that exercises be offered to immerse them in the role of a marketing decision maker. Each chapter includes a section titled Experience Marketing. Each Experience Marketing exercise presents a situation that must be analyzed. Based on the analysis, students are asked to present suitable recommendations and marketing strategies to resolve a problem or pursue an opportunity. Among the exercises, students are asked to

- Develop and launch a new flavor of 7Up that will attract a new, younger target market to the brand.
- Develop a profile of Ontario’s Aboriginal post-secondary students to help Colleges Ontario develop a relevant advertising campaign for this segment of the market.
- Assess Red Bull’s current market position in Canada and devise a new marketing strategy that will continue to build the brand.
- Conduct an audit of the coffee roasting market, and assess the viability of an environmentally friendly storage bag.
- Evaluate the external influences that could impact the distribution strategies of Chapters bookstores.
- Assess competitive market conditions to determine the need for a value menu at Harvey’s restaurants.
- Develop a marketing strategy that enables Rumble a new “nourishing” drink, to grow and expand its market share.
- Devise a marketing strategy for Second Cup, a languishing participant in the retail coffee market, to rejuvenate consumer interest in the brand and encourage more store visits.

Valuable Learning Aids

A wealth of chapter-opening, within-chapter, and end-of-chapter learning devices help students to learn, link, and apply major concepts:

Chapter-opening Content. The new, more active and integrative opening spread in each chapter features Learning Objectives and an opening vignette—an engaging, deeply developed, illustrated, and annotated marketing story that introduces the chapter material and sparks student interest.

Learning Objectives. Each learning objective (LO) is tied to chapter content, helping students make connections between examples and key concepts easily.

Think Marketing Boxes. Each chapter contains two highlight features that provide an in-depth look at the real marketing practices of large and small companies.

Experience Marketing. To experience marketing, students must assess situations and make recommendations to change marketing strategies when necessary. The Experience
Marketing section in the end of chapter content challenges students to consider the details of a given situation, and asks what they would do to resolve it. Reviewing the Concepts. A summary at the end of each chapter reviews major chapter concepts and links them to chapter objectives.

Key Terms. Key terms are defined in the margins.

Review Questions. These questions ask students to recall the content that was developed throughout the chapter. Chapter questions are linked to learning objectives.

MyMarketingLab Resources

MyMarketingLab delivers proven results in helping individual students succeed. It provides engaging experiences that personalize, stimulate, and measure learning for each student. For the Second Canadian edition, MyMarketingLab includes powerful new learning resources, including a new set of online lesson presentations to help students work through and master key business topics, a completely re-structured Study Plan for student self-study, and a wealth of engaging assessment and teaching aids to help students and instructors explore unique learning pathways. MyMarketingLab online resources include:

- NEW Interactive Lesson Presentations. Students can now study key chapter topics and work through interactive assessments to test their knowledge and mastery of marketing concepts. Each presentation allows students to explore through expertly designed steps of reading, practising, and testing to ensure that students not only experience the content, but truly engage with each topic. Instructors also have the ability to assign quizzes, projects, and follow-up discussion questions relating to the online lessons to further develop the valuable learning experiences from the presentations.

- NEW Study Plan. MyMarketingLab offers students an engaging and focused self-study experience that is driven by a powerful new Study Plan. Students work through assessments in each chapter to gauge their understanding and target the topics that require additional practice. Along the way, they are recognized for their mastery of each topic and guided towards resources in areas that they might be struggling to understand.

- NEW Dynamic Study Modules. These new study modules allow students to work through groups of questions and check their understanding of foundational marketing topics. As students work through questions, the Dynamic Study Modules assess their knowledge and only show questions that still require practice. Dynamic Study Modules can be completed online using a computer, tablet, or mobile device.

- BizSkills and Decision-Making Simulations. BizSkills are real-world scenarios that invite students to assume the role of a decision maker at a company to apply the concepts they have just learned. Decision Making Mini-Simulations walk students through key business decision-making scenarios to help them understand how marketing decisions are made. Students are asked to make important decisions relating to core marketing concepts. At each point, students receive feedback to help them understand the implications of their choices in the marketing environment. Both types of simulations can now be assigned by instructors and graded directly through MyMarketingLab.

- NEW Business Today Video Database. Business Today is a dynamic and expanding database of videos that covers the disciplines of business, marketing, management, and more. In addition to the videos that are specifically correlated to this text, you will find new videos posted regularly. Check back often to see up-to-date video examples that are perfect for classroom use.

- Writing Assignments. Each assisted-graded writing assignment is based on a question from the text and provides the perfect framework for instructors to efficiently assign, review, and grade students’ written work. Questions are accompanied by a clickable rubric that allows instructors to review written work, provide immediate feedback, and assign a grade quickly and consistently.
NEW Learning Catalytics. Learning Catalytics is a “bring your own device” student engagement, assessment, and classroom intelligence system. It allows instructors to engage students in class with a variety of questions types designed to gauge student understanding.

Glossary Flashcards. These provide a targeted review of the Key Terms in each chapter. The Glossary Flashcards allow learners to select the specific terms and chapters that they would like to study. The cards can also be sorted by Key Term or by definition to give students greater flexibility when studying.

NEW Canadian Sketch Animation Series. Explore a NEW animation series that presents key marketing and business concepts from a uniquely Canadian perspective. This interesting and lively series of videos will help your students to grasp course concepts they find difficult.

The second edition of Think Marketing provides an effective and enjoyable total package for moving students down the road to learning marketing!

Teaching and Learning Support

A successful marketing course requires more than a well-written book. Today’s classroom requires a dedicated teacher and a fully integrated teaching package. A total package of teaching and learning supplements extends this edition’s emphasis on effective teaching and learning. The aids that follow support Think Marketing.

Instructor's Resource Manual. This invaluable resource not only includes chapter-by-chapter teaching strategies, it also features notes about the PowerPoint slides. This supplement is available through the Pearson Education Canada’s online catalogue at http://vig.pearsoned.ca.

TestGen. This powerful and user-friendly computerized test bank has been thoroughly revised to include more accurate coverage. The test bank includes about 100 questions per chapter, with True/False, multiple choice, and essay questions.

PowerPoint® Presentations. PowerPoint slides are available with this edition, with a minimum of 25 slides per chapter. The PPTs can be accessed on the Instructor’s Resource section of the catalogue. The slides are also available to instructors through Pearson Education Canada’s online catalogue at http://vig.pearsoned.ca.

Pearson eText. Pearson eText gives students access to the text whenever and wherever they have access to the Internet. The eText pages look exactly like the printed text, offering powerful new functionality for students and instructors. Users can create notes, highlight text in different colours, create bookmarks, zoom, click hyperlinked words and phrases to see definitions, and view in single-page or two-page format. Pearson eText allows for quick navigation to key parts of the eText using a table of contents and provides full-text search. The eText may also offer links to associated media files, enabling users to access videos, animations, or other activities as they read the text.

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For enrollments of at least 25 students, you can create your own textbook by choosing the chapters that best suit your own course needs. To begin building your custom text, visit www.pearsoncustomlibrary.com. You may also work with a dedicated Pearson Custom editor to create your ideal text—publishing your own original content or mixing and matching Pearson content. Contact your local Pearson Representative to get started.
Acknowledgements

I would sincerely like to acknowledge the contribution of Marina Jaffey in the development of the second edition. Marina introduced many new ideas and insights that have improved the overall quality, content, and presentation of material. As always, I would like to thank my family for their support over the years. Another book is complete. To Marnie, Graham, and Gord . . . thank you! As always, a very special thank you to my wife, Esther.

KJT

First, I would like to acknowledge and thank Keith Tuckwell, who has brought a wealth of experience to this project. I am deeply grateful to my students, who are a constant source of inspiration. Finally, I would like to thank my family for the love and support that has enabled me to do this work.

MJ

Both authors would like to thank various people at Pearson Canada and their external suppliers who have helped in so many ways to make this book a success. In particular, we would like to thank Claudine O’Donnell, Managing Editor; Carolin Sweig, Acquisitions Editor; Karen Townsend, Program Manager; Patti Sayle, Developmental Editor; Jessica Hellen, Project Manager; Joanne Tang, Project Manager Permissions; Jeremy Hobbs, Sales & Editorial Representative; Natalie Barrington, Freelance Permissions Researcher; Judy Sturrup, copyeditor; and Jogender Taneja at Aptara.

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