

MBA 610: Marketing Management

— Winter 2014 —

LECTURE 2: The Marketing Environment

In this session, we'll welcome our two clients who will present their mandates. We will then assigned, by random draw, the mandate for each team. Finally, in the second half of the lecture, we will consider the environment in which marketers operate and see how we may systematically and efficiently analyze/study it in order to estimate or gauge demand.

By the end of this session, you should:

- Know the components of an environmental analysis
- Understand what marketing intelligence is
- Appreciate how you may go about estimating demand for a product

Your To-Do List (for next lecture):

1. Read the assigned material:
 - Textbook: Chapter 2
 - "What Makes Strategic Decisions Different," by P. Rosenzweig, Harvard Business Review, November, 2013, 89-93.
 - "Rethinking the 4 P's," by R. Ettenson, E. Conrado, J. Knowles, Harvard Business Review, Jan-Feb, 2013, p. 26

Thought Questions:

1. As a manager, do you believe you have sufficient, quality data & information available for decision making? where and how do you start to improve the quality of information?
2. How does the size of a company influence its information needs and how those are fulfilled?
3. As a customer, how do you feel about the information marketers gather about you?
4. What, in your opinion, are the most pressing societal/global problems facing marketers today? To what extent have marketers contributed to causing these problems? To what extent can they be part of the solutions? what will it take?
5. Companies only care about important issues like sustainability when they are made to care by government or by consumer pressure. Do you agree or disagree? Why?

Review Questions:

These questions are not unlike those you may face on a quiz.

1. Marketing is a *boundary-spanning* function. Explain.
2. Internal records supply *results* data; marketing intelligence supplies _____ data.
3. Unobtrusive analysis of purchase records falls in which category of research approaches?



Two leading providers of market research: www.ipsos.ca & www.acnielsen.ca
Statistics Canada: www.statcan.gc.ca See "Latest Indicators"

D&B Million Dollar Database: <http://library.concordia.ca/research/databases> (click on "D" and then D&B Million Dollar Database (MDDI)). This provides information on over 1,200,000 Canadian public and private businesses. Corporate family tree information is also available.

The Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits and The New Age of Innovation: Driving Cocreated Value Through Global Networks by C.K. Prahalad

www.greenmarketing.com for strategies and tools used by leading sustainable brands.

www.aspeninstitute.org Thought leaders and change agents dedicated to the advocacy of enlightened leadership and leveraging the power of business to effect positive change.

www.iisd.org is the website of The International Institute for Sustainable Development website. Its mission is to champion innovation and thus enable societies to live sustainably.

www.netimpact.org is an ever-growing global network of MBA-student and professional chapters dedicated to advocating corporate social responsibility (CSR) and sustainability.

www.caseplace.org is a database of corporate social responsibility case studies and resources that help empower, educate, and substantiate the work of change agents.

www.sustainer.org The Sustainability Institute, housed on a communal, sustainable farm in New Hampshire, was founded in honor of Donella Meadows, a renowned "systems thinker." Meadow's work (with J. Forester et. al.) in *Limits to Growth* was especially popular in Europe.

www.ashoka.org focuses on social entrepreneurship and spotlights innovative and successful social entrepreneurs worldwide. See the Ashoka initiative on social entrepreneurship targeted at the world's poorest and most underserved markets at www.changemakers.net



