

Chapter 3 Analyzing The Marketing Environment Webs

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Summary Chapter 3- Analyzing the Marketing Environment ...

Chapter 3: 'Analyzing the Marketing. Environment'. 2. Learning Objectives. After completing this chapter, students will be able to: • Describe the environmental forces that affect the company's ability to serve its customers. • Explain how changes in the demographic and economic environments affect marketing decisions.

Chapter 3: 'Analyzing the Marketing

Analyzing the Marketing Environment Learning Objectives •Objective 3: Identify the major trends in

the firm's natural and technological environments. •Objective 4: Explain the key changes in the political and cultural environments. •Objective 5: Discuss how companies can react to the marketing environment.

Kotler and Armstrong Chapter 3: Analyzing the Marketing ...

Chapter 3- slide 25 Copyright © 2010 Pearson Education, Inc. Publishing as Prentice Hall The Company's Macroenvironment Natural environment involves the natural resources that are needed as inputs by marketers or that are affected by marketing activities • Trends - Shortages of raw materials - Increased pollution - Increase government intervention - Environmentally sustainable strategies Natural Environment

Ch 3-Analyzing the Marketing Environment (marketing)

Chap 3, analyzing the marketing environment. 1. .. 2. The marketing environmentIt includes the actors and forces outside marketing that affect marketing management's ability to build and maintain successful relationships with customers. 3.

Chap 3, analyzing the marketing environment

ChapTer 3|. Analyzing the Marketing Environment91. but also in many professional applications, including 30 percent of offices, 65 percent of the world's top airports, 30 percent of hospitals, 35 percent of cars, and 55 percent of major football stadiums.

Analyzing the Marketing Environment - MKT 511

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Chapter 3: Analyzing The Marketing Environment. The actors close to the company that affects its ability to serve its customers- the company, suppliers, marketing intermediaries, competitors, publics, and customer markets (combined, these 6 actors make up the company's value delivery network). 1.

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