

Shortest Marketing Course You Will Ever Take

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Customers matter.

Customers. Customers.
Customers.

People. People. People.

Marketing is about providing value to customers through products and services.

Marketing is about getting the consumer to choose your brand.

Marketers do not intentionally
harm customers.

Marketers base their
decisions on research and analysis.

Marketers build and manage
customer relationships.

Marketers maximize the customer
experience.

Marketers target a
subset of the market.

Perception is reality.

What matters is how consumers
perceive your brand.

Some product features are more important to a customer than others.

Include product features based on
consumer preference
rather than cost.

Consumers are not rational
information processors.

Consumers are influenced by
experience and social information.

Marketing affects culture.
And, the culture affects marketing.

Marketers build a trusted brand.

Good marketing leads
to brand differentiation.

What matters is perceived quality,
not “objective” quality.

Marketers device creating
pricing strategies.

Cost-plus pricing is for
lemonade stands.

Marketers set prices based on what
consumers are willing to pay rather
than on product cost.

Marketers build distributional
infrastructure.

Marketers manage retailers and wholesalers.

Marketers create and track advertising and promotions.

Marketers add value
to people's lives.

Marketers build
competitive advantage.

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