Shortest Marketing Course You Will Ever Take

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Customers matter.
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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