



**All 10 CDs in the PR Smith's
Marketing Essentials Series**

Gurus appearing:

Professor Rosabeth Moss Kanter
Professor Theodore Levitt
Professor Philip Kotler
Professor Peter Doyle
Kenichi Ohmae

&

Top Marketing Directors appearing from:

Coca Cola
British Airways
Microsoft
Manchester United
and many more

Please note the video clips were shot during the 90s. All content is deemed to be fully up to date with best practice marketing today.

CD 1 History Definition & Concept of Marketing

Hall of Fame

Kenichi Ohmae, Philip Kotler and Rosabeth Moss Kanter answer:

1. What is your definition of marketing?
2. Is marketing an art or science?
3. In terms of marketing orientation, what makes a company excellent?

Media Browser

- TVX's definition of marketing
- Concorde Supersonic Jet's definition of marketing
- Southwestern Bell's definition of marketing
- Microsoft's definition of marketing
- Vox pops on the streets of Amsterdam and their definitions of marketing
- UK's first TV advertisement
- A sophisticated 1950's cinema advertisement from Guinness

Tutorials (3-5 minutes)

1. History of Marketing	2. Constant Change	3. Widespread Adoption	4. Lack of Marketing Excellence
5. Lay Definitions	6. Professional Definitions	7. Art or Science?	8. Researching Needs and Wants
9. Change	10. Lifetime Relationships	11. Competition	

CD 1 Segmentation, Positioning & the Marketing Mix

Hall of Fame

Kenichi Ohmae, Theodore Levitt and Rosabeth Moss Kanter answer:

1. Is segmentation relevant to marketing today?
2. Are global markets and segments relevant to many companies today?

Media Browser

- Levitt on The Universe
- Kotler on Distribution Differences
- Doyle on the 4 Ps
- Doyle on Niches
- Doyle on Segmentation
- Doyle on Lifetime Segments
- Doyle on Global Segments
- Doyle on Relationship Marketing
- Doyle on Lifetime Value
- Ohmae on Long Term Relationships
- Moss Kanter on Loyalty Segments
- Doyle on Positioning
- Kotler on Benefit Segments
- Manchester United on Customer Segments
- Ohmae on the Tactical Elements of the Marketing Mix
- Kotler on Standardisation V Globalisation
- Kotler on Mass Customisation
- TVX on Decision Making Units
- TVX on Market Segments
- Concorde on Market Segments
- Microsoft on Market Segments
- Manchester United on Decision making Units
- Manchester United on Benefit Segments

Tutorials (3-5 minutes)

1. What is Segmentation?	2. Why Segment?	3. How to Segment	4. How to Target
5. What is the Market?	6. What is Positioning?	7. How to Position?	8. What is the Marketing Mix?
9. Different Approaches	10. Mixing the Mix	11. Constant Change	

CD 3 Marketing Planning (SOSTAC ®)

Hall of Fame

Peter Doyle, Rosabeth Moss Kanter and Kenichi Ohmae answer

1. Is there such a thing as a 500 year plan?
2. What's the difference between strategy and tactics?

Media Browser

- Kotler - A plan needs 3Ms
- Experts on SOSTAC
- Microsoft on Strategy
- Doyle on Tactics
- Levitt on Mistakes
- Microsoft on Control
- TVX, Microsoft & Southwestern Bell on The Real World
- Ohmae on Obsolescence
- Kotler on Time Based Competition
- Moss Kanter on Faster Planning Cycles
- Ohmae on the Time Factor in Marketing
- Concorde's Marketing Objectives
- Microsoft 's Marketing Objectives
- Southwestern Bell's Marketing Objectives
- Concorde's Uncontrollable Variables
- Southwestern Bell on Tactics
- Concorde on Tactics
- Microsoft on Tactics
- Concorde Marketing Manager's Typical Day
- Microsoft Marketing Manager's Typical Day
- TVX on Control
- Concorde on Control

Tutorials (3-5 minutes)

1. Why Plan?	2. Business & Marketing Planning	3. Resources Required	4. Outline Marketing Plan
5. Situation Analysis	6. Objectives	7. Strategy	8. Tactics
9. Action	10. Control	11. SOSTAC in the Real World	

CD 4 Buyer Behaviour

Hall of Fame

Peter Doyle, Rosabeth Moss Kanter and Philip Kotler answer:

1. How do brands influence buyer behaviour?

Media Browser

- Levitt: Stop to think!
- Ohmae Observes Buying Behaviour in Shopping Malls
- Southwestern Bell on the Rational Emotional Dichotomy
- Microsoft on the Rational Emotional Dichotomy
- Doyle on the Rational Emotional Dichotomy
- Doyle on the Poor Predictive Qualities of Buyer Behaviour Models
- Doyle on Post Purchase Dissonance
- MUFC on Family Influence on Lifetime Behaviour
- Family Influence on Charity Donations
- Levitt on the marketing of Transcendence
- Football Fans Buy Transcendence
- Ohmae's Borderless World and Global Outsourcing
- Doyle on whether Buying Models are Useful or Useless

Tutorials (3-5 minutes)

1. Introduction to Consumer Behaviour	2. Types of Consumer Buying	3. Consumer Buying Process	4. Major Factors of Influence
5. Social Factors	6. Psychological Factors	7. Personal Factors	8. Introduction to Organisational Buying
9. Types of Organisational Buying	10. Organisational Buying Process	11. Major Factors of Influence	

CD 5 Marketing Research

Hall of Fame

Peter Doyle, Rosabeth Moss Kanter and Theodore Levitt answer:

1. How can the marketing manager deal with all the information out there?

Media Browser

- Doyle on Data Quality
- Doyle's decisions influenced by research
- Kotler- 'never step into a market blindly'
- Concorde cabin crews collect information
- TVX staff collect information
- Kotler on Customer Databases
- Microsoft on Retail Audits
- Microsoft and market intelligence
- Coca-Cola's mistake - how its research got New Coke wrong
- Coca-Cola model evaluates all inputs

Tutorials (3-5 minutes)

1. Information Needs & Decision Making	2. Marketing Information System	3. Roles/Types of Market Research	4. The Marketing Research Process
5. Secondary Research: Internal Sources	6. Secondary Research: External Sources	7. Primary Research: Qualitative Methods	8. Primary Research: Quantitative Methods
9. Consumer Marketing Research Applications	10. Organisational Marketing Research Applications	11. Applications of Information Technology	12. Low Tech Common Sense

Hall of Fame

Kenichi Ohmae, Moss Kanter and Peter Doyle answer:

1. Why Is Product Design Important?

Media Browser

- Doyle on the differences between Japanese and US businesses
- Doyle on the Dangers of Product Life Cycles
- Doyle on the Augmented Product
- Ohmae on Costs, Competition and Customers
- Ohmae on Obsolete Products
- Ohmae on the Importance of Calculating Probability
- Ohmae's Axes of Risk
- Kotler on Extraordinary Guarantees
- Kotler on How Customers Buy Values
- Kotler - to whom should designers report?
- Coca-Cola's definition of a life cycle
- Coca-Cola's key speed to market
- Coca-Cola global roll outs
- Coca-Cola - 'not everything is global'

Tutorials (3-5 minutes)

1. What is a Product?	2. Product Quality	3. Product & the Marketing Mix	4. Product lines & Product Mixes
5. Product Portfolio	6. NPD Process	7. Diffusion of Innovations	8. Product Life Cycle
9. Power of Product Design	10. Packaging Design	11. Product Design Research	12. Pack Design Research

CD 7 Service Decisions

Hall of Fame

Theodore Levitt, Peter Doyle and Rosabeth Moss Kanter answer:

1. Is There Any Difference in Marketing Goods & Services?

Media Browser

- Doyle on how time can be used to create competitive advantage
- Ohmae on the Axes of Risk
- Kotler on Extraordinary Dimensions of Competition
- Kotler on how info systems can create competitive advantage
- Manchester United's constant search for improved customer service
- Manchester United's expand beyond core services
- Levitt on how retail is all about information processing
- Levitt on why they want you in a good mood
- Southwestern Bell target specific 'missed' message benefits
- Moss Kanter explains why you must never outsource your customers
- Expanding the Service Mix Portfolio - Nat West TV Advertisement

Tutorials (3-5 minutes)

1. Growth & Importance: Services	2. Characteristics of Services	3. Classification of Services	4. Quality of Services
5. The Extended Mix	6. People	7. Physical Evidence	8. Processes
9. Service Mix Portfolio	10. Distributing Services	11. Communicating Services	12. Pricing a Service

CD 8 Pricing Decisions

Hall of Fame

Ted Levitt, Peter Doyle and Southwestern Bell answer:

1. Aggressive Prices - Are They Sensible?

Media Browser

- Doyle on International Pricing Problems
- Ohmae and The Three C's
- Coca-Cola on how price integrates with brand strategy
- Coca-Cola on long term versus short term pricing strategy
- Coca-Cola on how premium prices boost sales
- Levitt on Price War
- Southwestern Bell on Psychological Pricing
- Southwestern Bell on Researching Price Elasticity
- Microsoft on Aggressive Prices

Tutorials (3-5 minutes)

1. Price & the Marketing Mix	2. Pricing Objectives	3. Pricing Strategies	4. Multiple Factors Affect Prices
5. The Three Cs	6. Costs	7. Competition	8. Customers
9. Cost Orientated Approach	10. Market Orientated Approach	11. Systematic Approach	12. Pricing Problems

CD 9 Distribution Decisions

Hall of Fame

Coca-Cola, Peter Doyle and Southwestern Bell answer:

1. How can distribution help competitive advantage?

Media Browser

- Manchester United's multichannels
- Manchester United control ticket distribution
- Manchester United Global Distribution
- Doyle on I.T. and Distribution Strategy
- Doyle on the Viability Of Middlemen
- Doyle on Channel Selection Criteria
- Microsoft research customers and distributors
- TVX on Lead Time and Delivery
- TVX on Choosing Countries and Distributors
- Concorde's Thousands of Agents
- Levitt on Mass Global Distribution
- Ohmae - 'know your channels'
- Ohmae - how an inquisitive mind helps distribution

Tutorials (3-5 minutes)

1. Importance of Distribution	2. Types of Distribution Channel	3. Physical Distribution/ Logistics	4. Distribution Strategies
5. Distributors	6. Retailers	7. Sales Force	8. Direct marketing
9. Selecting Distribution Channels	10. Selecting Channel Members	11. Controlling Channel Members	12. Motivating Channel members

CD 10 Integrated Marketing Communications

Hall of Fame

Coca-Cola, Rosabeth Moss Kanter and Peter Doyle answer:

1. Are mission statements necessary?

Media Browser

- DMB&B on Common Sense Integration
- DMB&B - modern marketers expect IMC
- DMB&B - on the Barriers to Integration
- Doyle on Positioning
- Doyle on Relationship Marketing
- Doyle on the AIDA Message Model
- Doyle on Taking Control over Creativity
- Doyle on Databases
- Southwestern Bell on Promotional Strategy
- Southwestern Bell on Databases
- Coca-Cola on How Everything Communicates
- Coca-Cola measure the impact of each communications tool
- Microsoft on Positioning
- Microsoft's Database
- Manchester United don't need to advertise
- Concorde's Direct Marketing Warning
- TVX Sales Rep's Call Rate
- TVX's Co-operative Advertising

Tutorials (3-5 minutes)

1. What is IMC?	2. Benefits of IMC	3. Barriers to IMC	4. Communications Theory
5. 1-1 Communications	6. 2-D Communications	7. 3-D Communications	8. 4-D Communications
9. 5-D Communications	10. M-D Communications	11. Golden Rules	12. IMC in the Real World

