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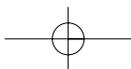
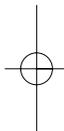
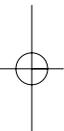
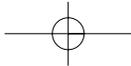
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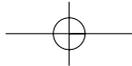
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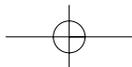
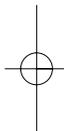
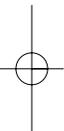
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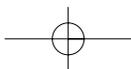
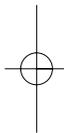
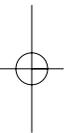
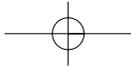




PRINCIPLES AND PRACTICE OF MARKETING

5TH EDITION





PRINCIPLES AND PRACTICE OF MARKETING

F I F T H E D I T I O N

David Jobber

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- Flying higher with lower prices
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- Case 42** Hansen Bathrooms (B) *David Jobber, Professor of Marketing, University of Bradford*
- Case 43** Comet: Shockingly Good Value *Oliver Lucas and Amy Shaw, TNS Consumer, Phil Tysoe, Comet, and Clive Nancarrow, Professor, Bristol Business School, UWE*
- Case 44** Are We Falling Out of Love with Football? *Julian Rawel, Managing Director, The Julian Rawel Consultancy Ltd, and Visiting Fellow in Strategic Management, Bradford University*
- Case 45** IKEA: the Building of a Cult Global Brand *A. Sains, C. Lindblad, A. T. Palmer, J. Bush, D. Roberts and K. Hall*
- Case 46** Going International with McDonald's *Justin O'Brien, Senior Lecturer in Air Travel at Buckinghamshire Chilterns University College, and Dr Eleanor Hamilton, Director of the Institute for Entrepreneurship and Enterprise Development, Lancaster University Management School*



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Preface to the 5th edition

Marketing is a vibrant, challenging activity that requires an understanding of both principles and how they can be applied in practice. The fifth edition of my book attempts to capture both aspects of the multidiscipline. Marketing concepts and principles are supported by examples of international practice to crystallize those ideas in the minds of students who may have little personal experience of real-life marketing.

My objective, then, was to produce a tightly written textbook supported by a range of international examples and case studies. In my experience, all types of students enjoy applying principles to real-life marketing problems. This is natural, as marketing does not exist in a vacuum; it is through application that students gain a richer understanding of marketing.

Becoming a successful marketing practitioner requires an understanding of the principles of marketing together with practical experience of implementing marketing ideas, processes and techniques in the marketplace. This book provides a framework for understanding important marketing issues such as understanding the consumer, marketing segmentation and positioning, brand building, pricing, innovation and marketing implementation, which form the backbone of marketing practice.

Marketing, as I have said, does not exist in a vacuum: it is a vibrant, sometimes energy-sapping profession that is full of exciting examples of success and failure. Moreover, marketing practitioners need to understand the changes that are taking place in the environment. Marketing-orientated companies are undergoing fundamental readjustments to their structure to cope with the accelerating rate of change. If you wish to enter the marketing profession then an acceptance of change and a willingness to work long hours are essential prerequisites.

Marketing in Europe has never looked stronger. International conferences organized by the European Marketing Academy and national organizations such as the Academy of Marketing in the UK make being a marketing academic challenging, rewarding and enjoyable. We should always value the companionship and pleasure that meeting fellow marketing academics brings. The growth in the number of students wishing to study marketing has brought with it a rise in the number of marketing academics in Europe. Their youth and enthusiasm bode well for the future of marketing as a major social science.

Most students enjoy marketing: they find it relevant and interesting. I hope that this book enhances your enjoyment, understanding and skills.

HOW TO STUDY

This book has been designed to help you to learn and to understand the important principles behind successful marketing and how these are applied in practice. We hope that you find that the book easy-to-use and that you are able to follow the ideas and concepts explained in each chapter. As soon as you don't grasp something, go back and read it again. Try to think of *other* examples to which the theory could be applied. To check you really understand the new concepts you are reading about, try completing the exercises and questions at the end of each chapter. You can also test your understanding and expand your knowledge by loading-up the accompanying CD-ROM, and exploring the on-line resources centre.

To assist you in working through this text, we have developed a number of distinctive study and design features. To familiarize yourself with these features, please turn to the Guided Tour on pages xxvi-xxvii.



CHANGES TO THE 5TH EDITION

As always, recent events are reflected throughout this book. Here is a brief summary of the **key content changes** for this edition:

- **A brand new chapter on Marketing Ethics and Corporate Social Responsibility:** Since the previous edition was published, ethical issues have become increasingly prevalent across all elements of marketing. In accordance with this, companies are expected to demonstrate corporate social responsibility in all of their business functions. This chapter provides a thorough grounding to these hot topics and is supported by Marketing Ethics and Corporate Social Responsibility in Action boxes that demonstrate ethical issues in the context of all other topics in the book
- **A completely rewritten Marketing Environment chapter:** Marketing is a dynamic subject, ever-changing in tandem with current events. This chapter has been completely revised to reflect the most recent developments affecting the way that marketing is approached and understood
- **A completely rewritten Digital Marketing chapter:** Perhaps the biggest change since the previous edition is the progression of digital technology. This chapter has been revised to analyse the change from e-marketing to digital marketing and includes all forms of digital marketing, from the internet and mobile phones to podcasts
- **Updated and expanded coverage of brand equity, marketing research and positioning:** These topics remain crucial to the study of marketing and the book has been updated to account for the latest developments across the marketing spectrum
- **Brand new vignettes, case studies and advertisements throughout the book:** The principles of marketing cannot be fully grasped without solid examples of how these apply in practice. That is why in every chapter you will find a wealth of examples to support the concepts presented. These include current advertisements, and vignettes spanning Marketing in Action, Digital Marketing and Marketing Ethics and Corporate Social Responsibility in Action, as well as new Pause for thought boxes that ask you to apply the principles learnt for yourself. Two case studies at the end of each chapter provide more in-depth examples. These features will not only help you to absorb the key principles of marketing, but will also allow you to make links between the various topics and demonstrate the marketing mix at work in real-life situations

ON-LINE RESOURCES

We are always trying to improve the quality of this text and the supplementary resources that accompany it. For this edition, we have worked hard to significantly expand the range of online resources and to improve their currency and quality, to support both students in their studying, and lecturers in their teaching of marketing. Please visit our online resource centre at www.mcgraw-hill.co.uk/textbooks/jobber to gain access to an extensive range of materials. This includes:

- Additional case material exploring ideas from the text in greater depth
- Revision notes to help your study, that recap the main ideas in each chapter
- Chapter-by-chapter self-tests, that allow you to test your understanding of marketing concepts
- Weblinks that take you to internet sites demonstrating e-marketing in action
- Internet exercises encourage you to analyse and understand e-marketing concepts
- Personal Development Plan to develop your marketing skills in four core areas: Decision-making, communication, analysing and team working



- Downloadable MP3 revision notes to accompany every chapter, allowing you to revise at any time and in any place

Remember to check the website frequently, as we will be regularly updating and adding to the material on this site.

PLUS – BRAND NEW TO THIS EDITION:

Accompanying Ad Insight CD-Rom, with a wealth of TV advertising campaigns linked to topics in the book. Look out for the Ad Insight icon in the text to refer you to watch the relevant clip and put your marketing skills into practice by answering the accompanying questions. Suggested answers can be found on the OLC.



Acknowledgements for the 5th Edition

I should like to thank my colleagues (past and present) at the University of Bradford School of Management for their stimulating insights and discussions. I would particularly like to thank Nina Reynolds for her thoughts on the differences between qualitative and quantitative research methods. I should also like to thank Conor Carroll from Limerick University for his outstanding contribution to the cases that appear in the book and on the website. Thanks also to the contributors to the case competition. Their efforts appear both in the book and on the website. Fiona Ellis-Chadwick continues to make major contributions especially by deploying her talents by broadening the Internet Marketing chapter in the previous edition to produce the new Digital Marketing chapter. Thanks also go to Tom Chapman, Martyn Jones, and Niall Piercy for supplying most of the Digital Marketing vignettes. I am also indebted to Marylyn Carrigan for writing most of the Marketing Ethics and Corporate Social Responsibility vignettes.

I shall never forget the work of the tireless Chris Barkby, Dee Dwyer, Lynne Lancaster, Jo Cousins and Carole Zajac from Bradford School of Management and everyone from McGraw-Hill for their secretarial and administrative support. Finally, my thanks go to Janet, Paul and Matthew who have had to endure my weekends of toil.

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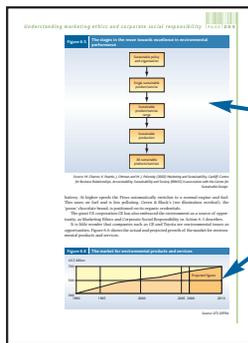
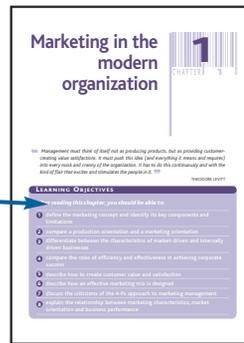


Guided Tour



Part openings list the chapter contents to set the scene for each main area of study.

These pages identify the primary topics covered in each section in terms of the main **learning objectives** you should acquire after studying each chapter.



Figures and tables are presented in a simple and clear design; the use of colour will further help you to understand and absorb key data and concepts.

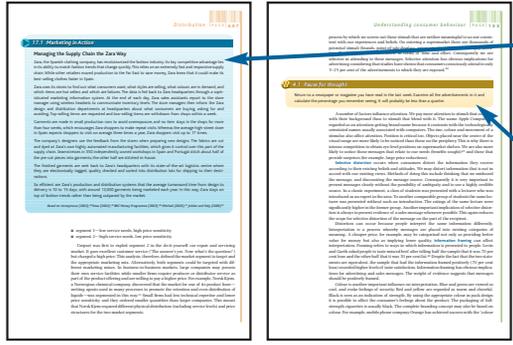
Colour advertisements and illustrations throughout the book demonstrate how marketers have presented their products in real promotions and campaigns.

Digital Marketing vignettes illustrate real-life digital-Marketing, by demonstrating how organizations have used new technologies in their marketing strategies.



Marketing Ethics and CSR in Action vignettes—these vignettes examine real-life ethical dilemmas and examples of how companies can engage in CSR, in relation to each chapter topic.

Ethical Dilemmas—these dilemmas are interspersed throughout the book, asking you to think through real ethical issues in relation to the chapter topics.

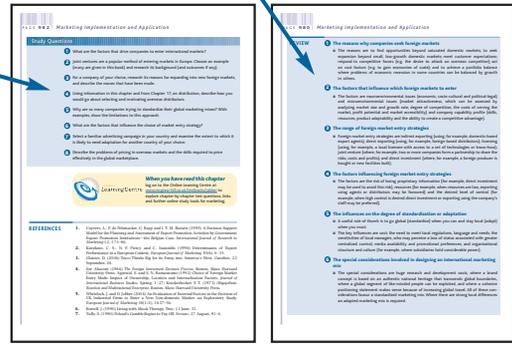


Look out for the **Marketing in Action** vignettes. These vignettes provide additional practical examples to highlight the application of concepts, and encourage you to critically analyse and discuss real-world issues.

New **Pause for thought** boxes are situated throughout the text. These consolidate your understanding as you work through topics, by asking you to stop and think about how you would answer a question related to real-life marketing practices.

The **Review** section at the end of each chapter briefly reviews and reinforces the main topics you will have covered in the chapter.

Study Questions encourage you to review and apply the knowledge you have acquired from each chapter. These questions can be undertaken either individually or as a focus for group discussion in seminars or tutorials.



Each chapter contains a full list of **References** so that if you wish, you can continue to research in greater depth after reading the chapter.



The **Key Terms** list at the end of each chapter collates all the key terms from the chapter to help you review and revise rapidly.

Each chapter concludes with two **case studies**. These up-to-date examples encourage you to apply what you have learned in each chapter to a real-life marketing problem. You can test yourself by trying out the **questions** at the end of each case study section.





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Online Learning Centre (OLC)

After completing each chapter, log on to the supporting Online Learning Centre website. Take advantage of the study tools offered to reinforce the material you have read in the text, and to develop your knowledge of marketing in a fun and effective way.

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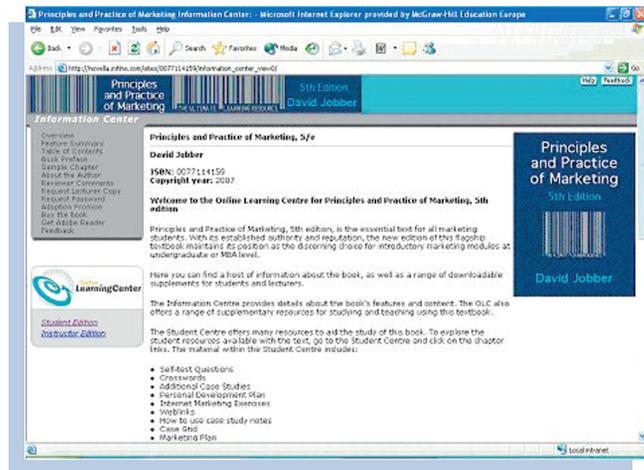
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 Lecturer's Testing Platform
 Case Study notes
 Solutions to the student Internet Exercises
 Real company examples, demonstrating the principles presented throughout the book
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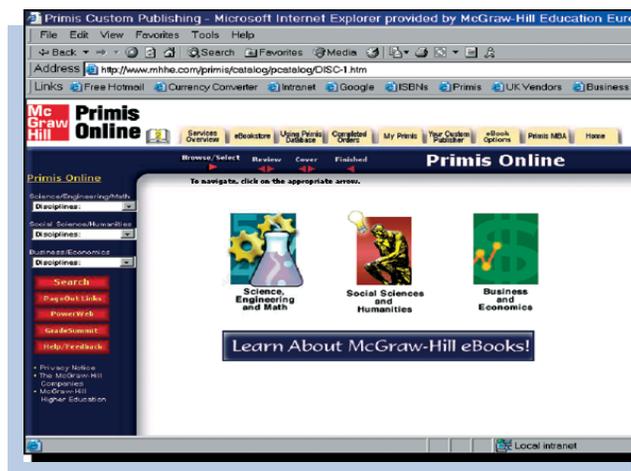


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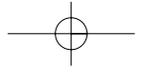
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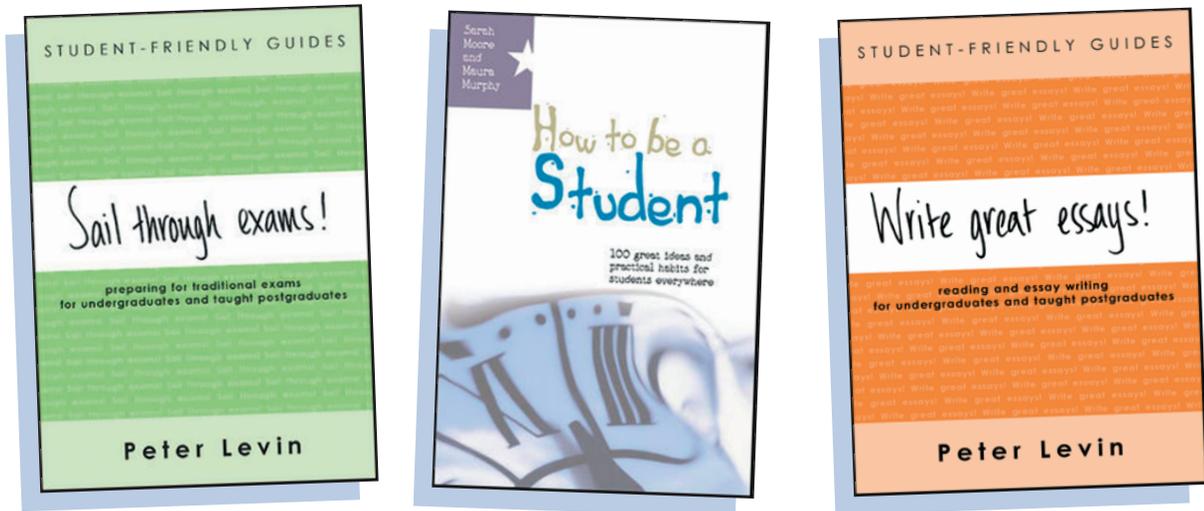


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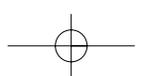
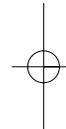
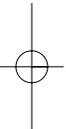


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