

CONTENT

1. HISTORICAL ASSUMPTIONS, MARKETING DEVELOPMENT STAGES AND PRESENT	8
1.1 Marketing development.....	8
1.2 Current changes affecting business and marketing	10
1.3 Mutual interaction of marketing, creative economy and creative class.....	11
1.4 Art role in marketing.....	14
Practice example.....	16
2. MARKETING IMPORTANCE AND MARKETING SPACE OF COMPANIES	17
2.1 Marketing importance	17
2.2 Marketing mix characteristic.....	18
Practice example.....	19
2.3 External and internal marketing environment.....	19
3. INFORMATION PROCESS IMPORTANCE	23
3.1 Concept and structure of marketing information system (MIS).....	23
Practice example.....	24
3.2 Marketing research	25
3.3 Marketing research divided by terms	27
4. EFFICIENT MARKET INFLUENCE AND PURCHASE DECISION	33
4.1 Motivation of market subjects.....	33
4.2 Subject's activity on market.....	35
4.3 Target marketing and its stages.....	36
4.4 Market segmentation process.....	37
Practice example.....	43
5. PRODUCT AS PART OF MARKETING MIX	45
5.1 Product	45
5.2 Marketing perspective on product.....	46
5.3 Augmented effects characteristics	48
Practice example.....	55
5.4 Product life cycle.....	62
5.5 Product life cycle development as part of marketing process.....	64
5.6 Managing product lines, brands and packaging	66
5.7 Product and art marketing.....	68
5.8 Copyright and trademark, logo	69
Practice example.....	71
6. PRICING POLICY AS A PART OF MARKETING MIX	72
6.1 Price.....	72
6.2 Structure and pricing methods.....	73
6.3 From pricing to non-pricing policy.....	74
6.4 Pricing as a part of company strategy.....	75
7. LOGISTICS AND EFFICIENT SOLUTION OF DISTRIBUTION CHANNELS	80
7.1 Logistics	80
7.2 Distribution channels.....	81
7.3 Distribution in art market.....	83
7.4 Distribution as part of strategic marketing.....	84
7.5 Marketing strategies for market differentiation	85
Practice example.....	87

8. MARKETING COMMUNICATION MIX	89
8.1 Communication mix	89
8.2 Communication process model, communication basis	90
8.3 Strategy affecting the communication mix creation	91
8.4 Marketing communication in art marketing.....	92
8.5 Communications on social networks	96
9. MARKETING STRATEGIC PLANNING.....	99
9.1 Strategic management process.....	99
9.2 Strategic marketing process.....	103
9.3 Control and evaluation of marketing activities	108
10. ANALYSIS OF COMPANY COMPETITORS.....	110
10.1 What to know about competition.....	110
10.2 Marketing strategies proposing.....	112
11. MEASURING, ANALYSIS AND DEMAND FORECASTING.....	115
11.1 Main conception of demand measurement.....	115
11.2 How to measure the market.....	115
11.3 Basic terms of demand measurement	116
11.4 Estimating current demand	116
11.5 Estimate future demand	117
12. DEVELOPING AND LAUNCHING NEW PRODUCT, INNOVATION	118
12.1 Methods of new products acquisition.....	118
12.2 Managing new product development process.....	119
12.3 Consumer adoption process.....	120
13. NEW TRENDS IN MARKETING CONCEPT	122
13.1 Guerilla marketing.....	122
Practice example.....	123
13.2 Viral marketing	124
13.3 Marketing tools in new economy.....	124
13.4 On-line marketing tools	125
Final summary.....	126
Resumé	128
List of figures.....	129
Bibliography.....	130
Electronic recources.....	132
Unpublished internal resources.....	133