
15.840: Marketing Management
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Class structure

Active learning

- Mix of cases and lectures – each should inform the other

Prepare for cases!

- Facts, analysis, criticism
- Submit comments prior to class

Syllabus

What is marketing?

- What do marketers do?

What is marketing?

- What **should** marketers do?

Different views on marketing

□ The selling concept

- If we leave consumers alone, they will not buy our product. Therefore, we must promote and sell our products aggressively
- Problems?

Different views on marketing

□ The engineering concept

- Consumers prefer products with the best features and performance (including quality).
Therefore, we must concentrate on making and improving products
- Problems?

Different views on marketing

□ The product concept

- Consumers buy products that are low in price and easy to find. Therefore, we must concentrate on making products cheap and widely available
- Problems?

Our definition

- Marketing is the identification and satisfaction of consumers' needs
 - Consumers may or may not be able to articulate those needs
 - Consumers may or may not know what will satisfy them
 - The term “needs” is interpreted very (very) broadly

Marketing tasks

- Identify and understand consumers' needs
 - What consumers?
 - What needs?

- Providing benefits
 - Through the product or service
 - By helping consumers find/ buy/ use/ understand/ value the products

What are needs?

- What needs do the following products meet?
 - Computers
 - Mobile phones
 - Credit cards
 - Movies
 - Restaurants
 - Flowers

Needs:

- Understanding and satisfying, or creating?
 - Email
 - Coca-Cola
 - Pet Rocks
 - Cigarettes

Needs, Wants, & Demands

Needs

- Human need is a state of deprivation

Wants

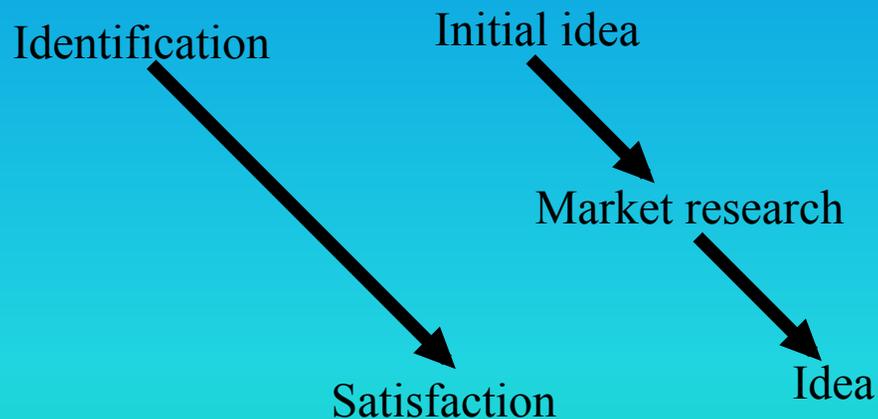
- Are the specific ways to satisfy these needs

Demands

- Are wants for specific products or service

The general structure

- Marketing is the identification and satisfaction of consumers' needs



Summary

- In this class marketing will be “consumer centered”
- With a goal to identify and satisfy consumer’s needs
 - Consumer needs can be very elusive
 - Intuitions are often wrong
 - Consumers don’t always know

Course goals

- Learn & understand key marketing concepts
- Recognize the centrality of the consumer
- Improve your ability to analyze marketing problems and challenges