

Objective



So? What?



Your school probably offers a number of different athletic, musical, and academic student activities. And, many of those activities, including football, volleyball, band, and choir, have something significant in common: They are team activities. Each team or group depends on every one of its members to work—and work together—to be successful.

For a band to perform well, every member isn't likely to play the same instrument. If the trumpet player doesn't perform well, the band won't sound as good. If the saxophone player doesn't play their part well, the band won't sound as good. If the linebacker doesn't play well, the team won't likely win the game. If the quarterback doesn't play well, the team won't likely win the game. If the section is missing, the band won't sound as good. If the saxophones aren't even playing the right song. Each member should be playing the right piece of music—and playing it well—for the band to make beautiful music together.

The same is true in marketing. Marketing consists of several different functions, and each has a specific role to play. Technically, each of the marketing functions *could* be done on its own, but to be truly effective, these functions must work together as a team.

SAMPLE PAGE

Name That Function

Why do you buy certain products? Is it because they are popular? Because they are priced right? Or, because you have to have them, no matter what? What you buy is often the result of marketing by the businesses that make and sell these products. Without marketing, you might not buy the latest MP3 player or the newest video game. Without marketing, you wouldn't know where to buy them or how much they cost. In fact, without marketing, you might not even know about these products at all!

So, what is marketing? Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. And, for most businesses, the ultimate goal of marketing is to attract you, the target customer, to the business. To achieve this goal, businesses coordinate the six marketing functions, which are interrelated activities that must work together to get goods and services from producers to customers. The six marketing functions are product/service management, marketing-information management, pricing, channel management, promotion, and selling.



These marketing functions involve activities that focus on understanding customers and making the products they want available to them. All of the six marketing functions need to work together to make this happen. If any one function is not doing its job, the other functions are affected.

Objectives

- A** Explain the marketing functions.
- B** Discuss the importance of each marketing function.

Today, selling also takes place on a nonpersonal level such as through the use of a computer. Businesses that sell online still need to help customers make decisions, provide useful information, and encourage them to remain customers. The marketing function of selling helps businesses do this.

Summary

The six marketing functions are product/service management, marketing-information management, pricing, channel management, promotion, and selling. The functions must work together to get products from producers to consumers.

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TOTAL RECALL

1. What is the general purpose of the marketing functions?
2. What are the six marketing functions?
3. Why must the six marketing functions work together?
4. Describe the purpose of each of the following six marketing functions:

a. Product/Service management	d. Channel management
b. Marketing-information management	e. Promotion
c. Pricing	f. Selling

THE GRAY ZONE

Green. Organic. Natural. We see these words all around us, on everything from potato chips to bed sheets. Now, even the makers of goods that have traditionally been known to be harmful to the environment are getting into the act.

Kimberly-Clark, long-time maker of disposable diapers, now sells Huggies Pure and Natural diapers. According to Kimberly-Clark, these natural diapers contain organic cotton, are hypoallergenic, and include Aloe and Vitamin E to soothe and give skin. And, the product's outer packaging features green leaves, grass, and a baby. Given all this, many environmentally-concerned parents use Pure and Natural as a good way to "go green."

But, are these diapers really "natural" or would they be led to be considered "gray zone" products? How "natural" are these diapers? They are still disposable diapers, which means that they will end up in landfills some day. Should Kimberly-Clark make this information clearer to consumers? Does the company have an obligation to provide their customers with the "whole truth," even if it doesn't support the diapers' Pure and Natural brand? What do you think?



Product/Service Management
 +
Marketing-Information Management
 +
Pricing
 +
Channel Management
 +
Promotion
 +
Selling

Success

Businesses that effectively carry out the six marketing functions are successful. They are the ones that earn a profit, prosper, and build long-term relationships with satisfied customers.

Summary

Each marketing function is important. If any function is not performed well, the other functions will not be as effective. When each function is well planned and effectively completed, the result should be satisfied customers and a profitable business.



1. Describe some of the activities that are part of the product/service management function.
2. Explain what might happen if businesses neglect the marketing-information management function.
3. Why is pricing an important marketing function?
4. Why is channel management important for successful marketing?
5. Explain the importance of the marketing function of promotion.
6. How does the selling function benefit businesses, customers, and society?

Make It Pay!



What was the last product that you purchased? Think for a minute about why you made the purchase. How did each of the marketing functions affect your decision? Ask yourself questions such as:

- Did the product's brand influence your decision?
- What information did you use to make your purchase?
- How did the salesperson help you?
- How did the store's layout and atmosphere influence your purchase?
- What helped you to make your purchase?

Finally, after answering these questions, consider the following: How did the different marketing functions work together as a team to encourage you to make your purchase?