

# Desain dan Manajemen Pemasaran

Mata Kuliah: Pemasaran (TKI 4212)



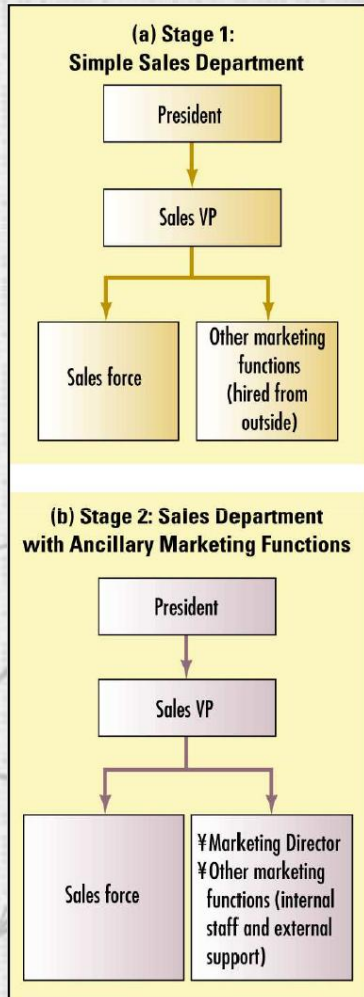
# Trends in Company Organization

- Main responses of companies to a changing environment
  - Reengineering
  - Outsourcing
  - Benchmarking
  - Supplier partnering
  - Customer partnering
  - Merging
  - Globalizing
  - Flattening
  - Focusing
  - Empowering



# Marketing Organization

- Stages in the Evolution of the Marketing Department



# Marketing Organization

- Simple Sales Department
- Sales Department With Ancillary Marketing Functions
- Separate Marketing Department
- Modern Marketing Department / Effective Marketing Company
- Process-And Outcome-Based Company



# Marketing Organization

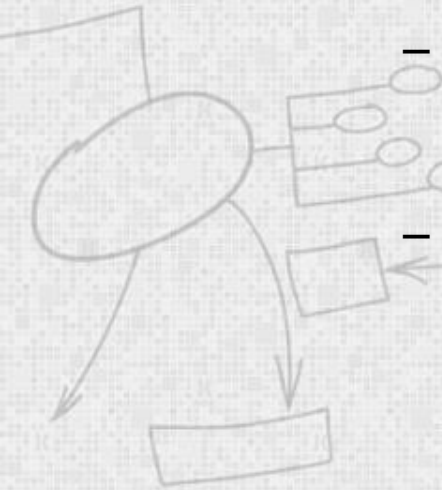
- Organizing the Marketing Department
  - Functional Organization
    - Field sales
    - Customer service
    - Product management
  - Geographic Organization
    - Area market specialist



# Marketing Organization

## – Product- or Brand-Management Organization

- Product and brand managers have these tasks:
  - Develop a long-range and competitive strategy for the product
  - Preparing an annual marketing plan and sales forecast
  - Working with advertising and merchandising agencies to develop copy, programs, and campaigns
  - Stimulating support of the product among the sales force and distributors
  - Gathering continuous intelligence on the product's performance, customer and dealer attitudes, and new problems and opportunities
  - Initiating product improvements to meet changing market needs



# The Product Manager's Interactions

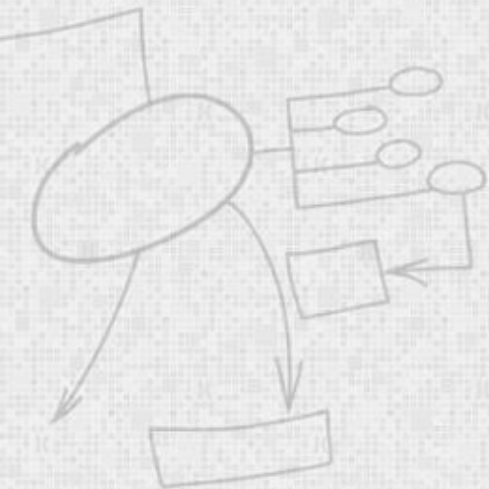


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# Marketing Organization

- Market-Management/Customer Management Organization
  - Market-management Organization
    - Market manager
  - Customer-management Organization
- Matrix-Management Organization





# Marketing Organization

- Marketing Relations With Other Departments
  - R&D
  - Engineering and Purchasing
  - Manufacturing and Operations
  - Finance
  - Accounting and Credit



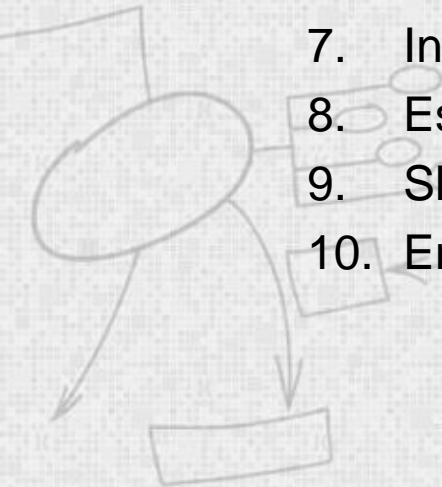
# Marketing Organization

- Building a Creative Marketing Organization
  - Transforming into a true market-driven firm requires:
    - Developing a companywide passion for customers
    - Organizing around customer segments instead of around products
    - Developing a deep understanding of customers through qualitative and quantitative research
  - Injecting More Creativity Into the Organization



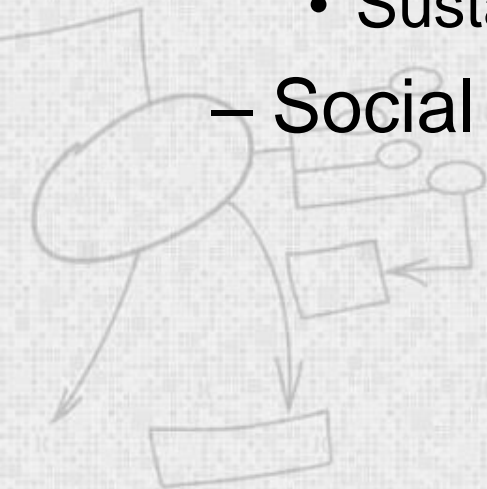
# Marketing Organization

- What steps can a CEO take to create a market and customer focused company?
  1. Convince senior management of the need
  2. Appoint a senior marketing officer and a marketing task force
  3. Get outside help and guidance
  4. Change the company's reward measurement and system
  5. Hire strong marketing talent
  6. Develop strong in-house marketing training programs
  7. Install a modern marketing planning system
  8. Establish an annual marketing excellence recognition program
  9. Shift from a department focus to a process-outcome focus
  10. Empower the employees



# Marketing Organization

- Socially Responsible Marketing
  - Corporate Social Responsibility
    - Legal Behavior
    - Ethical Behavior
    - Social Responsibility Behavior
    - Sustainability
  - Social Marketing



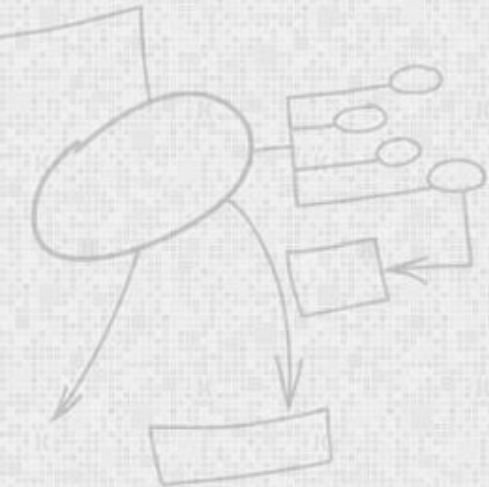
# Marketing Implementation

- A brilliant strategic marketing plan counts for little if not implemented properly.
- Strategy >>> what, why
- Implementation >>> who, where, when, how.
- Automation of repetitive processes:
  - Marketing Resource Management (MRM)
  - Marketing Investment Management (MIM)
  - Enterprise Marketing Management (EMM)
  - Marketing Automation Systems (MAS)



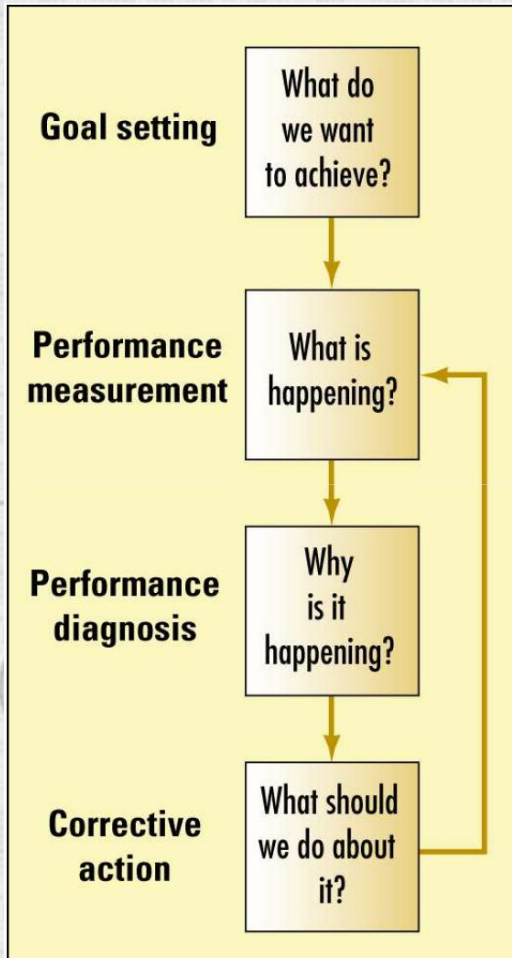
# Evaluation and Control

- Types of Marketing Control:
  - Annual-Plan Control
  - Profitability Control
  - Efficiency Control
  - Strategic Control



# Evaluation and Control

## The Control Process



- Annual-Plan Control
  - Sales Analysis
    - Sales variance analysis
    - Microsales analysis
  - Market-Share Analysis
    - Overall market share
    - Served market share
    - Relative market share
  - Marketing Expense-To-Sales Analysis
  - Financial Analysis



# Evaluation and Control

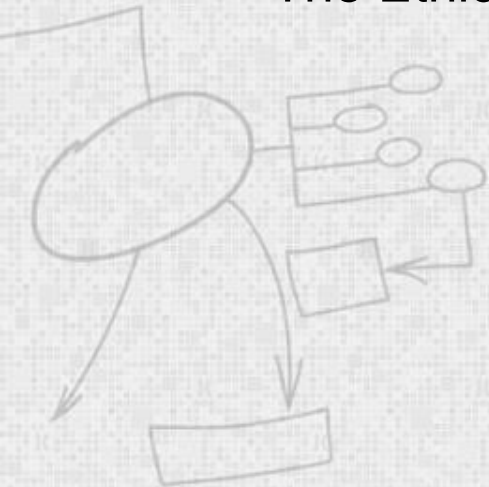
- Profitability Control
  - Marketing-Profitability Analysis
  - Determine Corrective Action
  - Direct Versus Full Costing
    - Direct costs
    - Traceable common costs
    - Nontraceable common costs
  - Activity-based Cost Accounting (ABC)
- Efficiency Control
  - Marketing Controller
  - Sales-Force Efficiency
  - Advertising Efficiency
  - Sales-Promotion Efficiency
  - Distribution Efficiency





# Evaluation and Control

- Strategic Control
  - The Marketing Audit
    - Marketing audit's four characteristics:
      - Comprehensive
      - Systematic
      - Independent
      - Periodic
    - The Marketing Excellence Review
    - The Ethical and Social Responsibility Review



# Components of a Marketing Audit

## Part I. Marketing Environment Audit

### Macroenvironment

- A. Demographic      What major demographic developments and trends pose opportunities or threats to this company? What actions has the company taken in response to these developments and trends?
  
- B. Economic      What major developments in income, prices, savings, and credit will affect the company? What actions has the company been taking in response to these developments and trends?
  
- C. Environmental      What is the outlook for the cost and availability of natural resources and energy needed by the company? What concerns have been expressed about the company's role in pollution and conservation, and what steps has the company taken?      **Dan Seterusnya... (Baca di literatur)**

# The Marketing Excellence Review: Best Practices

Poor	Good	Excellent
Product-Driven	Market-Driven	Market-Driven
Mass-Market Oriented	Segment Oriented	Niche Oriented and Customer Oriented
Product Offer	Augmented Product Offer	Oriented
Average Product Quality	Better Than Average	Customer Solutions Offer
Average Service Quality	Better Than Average	Legendary
End-Product Oriented	Core-Product Oriented	Legendary

**Dan Seterusnya... (Baca di literatur)**



# Reference

- Kotler, P., & Keller, K.L. (2009). *Marketing Management*, 13/E. New Jersey: Prentice-Hall.

