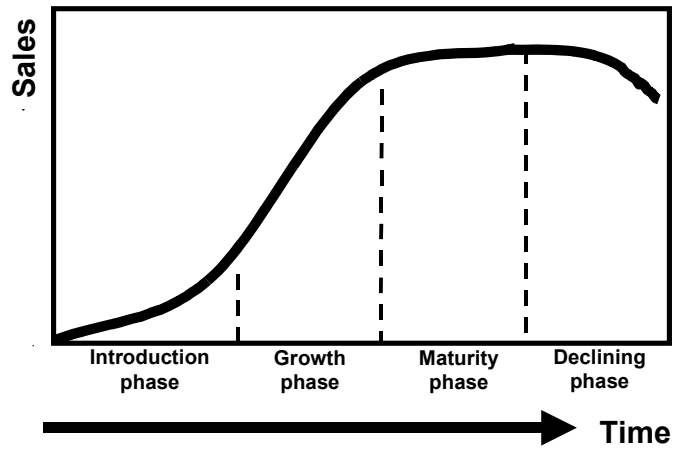


**FLASH CARD**  
**THE PRODUCT LIFE CYCLE (PLC)**



### FLASH CARD - TERMINOLOGY

**Strategic marketing** is a market-driven process of strategy development, taking into account a constantly changing business environment and the need to achieve high levels of customer satisfaction. Strategic marketing **focuses** on organisational performance rather than the traditional concern about increasing sales. Strategic marketing **links** the organisation with the environment and views marketing as a responsibility of the entire organisation.

**Strategic marketing planning and development** involves the planning and development of the broad marketing objectives and strategy based on analysis of the current market situation and opportunities. It is the process of planning, developing and maintaining a strategic fit between the organisation's goals and capabilities and its changing environment.

**Marketing strategy** is the marketing logic by which an organisation hopes to achieve its marketing objectives. It involves the formulation of marketing objectives, developing, implementing and managing the marketing programme designed to meet the needs of customers in each market target. It includes product, price, place, promotion, people, processes and physical evidence decisions and can be seen as specific tactics to execute the strategic marketing plan.

**Marketing objectives** are goals that the marketing department like to attain. **E.g.** marketing management must continuously develop new products on which a high rate of return can be realised.

The **marketing mix** is a set of marketing **instruments** that the organisation uses to pursue its marketing objectives in the target market.

#### Marketing mix instruments

**Product** = quality, brand name, warranty, features and options  
**Price** = price level, discounts, allowances, payment terms, customer's perceived value  
**Place** = location, accessibility, distribution channels and distribution coverage  
**Promotion** = advertising, publicity, sales promotion, personal selling, direct marketing  
**People** = personnel training, personnel discretion, personnel commitment, personnel incentives, personnel appearance, interpersonal behaviour, attitudes  
**Processes** = quality, speed, information systems, complaints handling, toll free number and policies & procedures  
**Physical evidence** = layout and noise level of the environment, reputation, name, logo and corporate dress