INTRODUCTION TO MARKETING

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Course details

(Please see the syllabus for more information)

What we do?

- Lecture
  - Tuesday & Thurday
  - 8.30am – 12.05 pm, 15-min break
  - See the detailed schedule
- Grading
  - 90-100% = A
  - 80 – 89% = B
  - 70 – 79% = C
  - 60 – 69% = D
  - Under 60% = F

Assessment

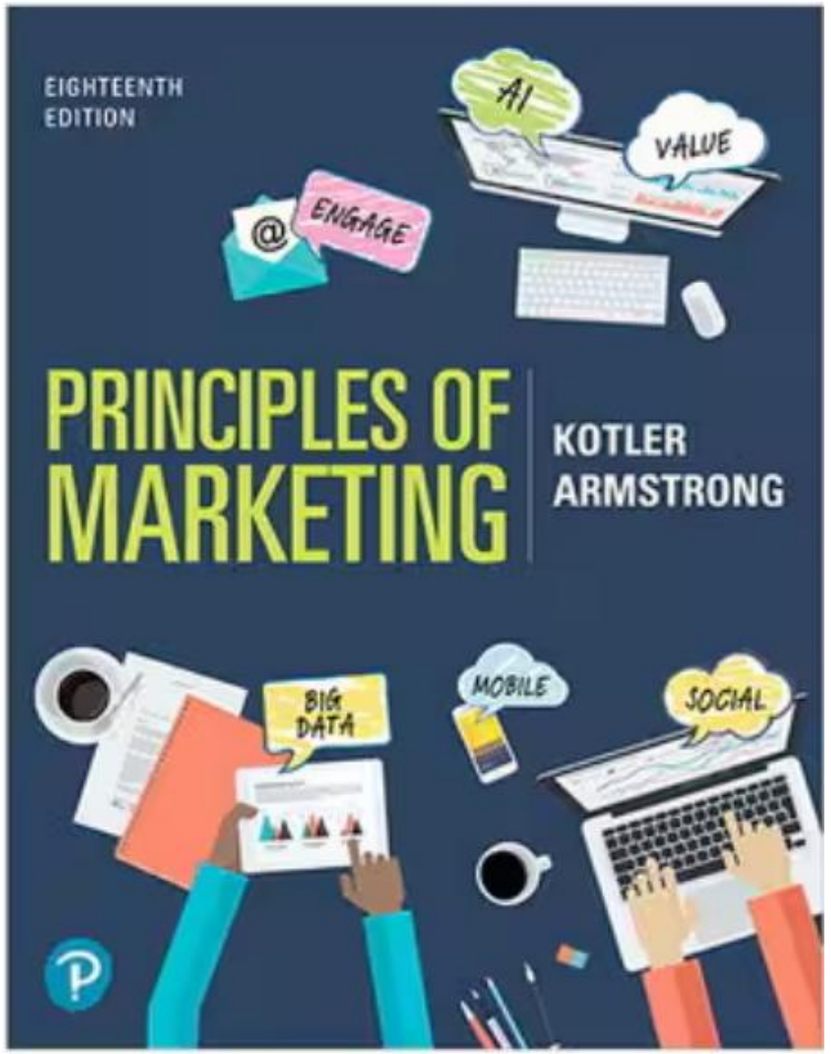
- Attendance 10% →
- Group Project & Presentation 20%
- Mid-term test 30%
- Final exam 40%
- Discussion in class → Plus points

Textbook and other documents

- Main textbook:

Kotler, P., & Armstrong, G. (2021). *Principles of Marketing, 18th Edition*. Pearson Education Limited.

- E-book: https://drive.google.com/file/d/12nuBRl2G0biy-jvpXQyfILC_nz6_1abQ/view?usp=sharing
- Case studies: Will be provided in class



What will we cover?

Class	Date	Content	Readings requirement	Teaching and Learning Activities
1	14 Jul 26 (Tue)	Introduction of Syllabus Chapter 1: Introduction to Marketing	Chapter 1 – Marketing: Creating Customer Value and Engagement	Course Introduction Lecture Assign students into groups
2	21 Jul 26 (Tue)	Chapter 2: Marketing Information System and Market Research	Chapter 4. Managing marketing information to gain customer insights	Lecture Case study about CRM and AI-led marketing
3	23 Jul 26 (Thu)	Chapter 3: Marketing Environment	Chapter 3. Analysing the marketing environment	Lecture Case studies Assign the research topics
4	30 Jul 26 (Thu)	Chapter 4: Customer Buying Behaviour	Chapter 5. Consumer market and buyer behaviour	Lecture Group presentation Coach on the assignment and group project
5	4 Aug 26 (Tue)	Chapter 5: Market Segmentation, Targeting and Positioning	Chapter 7. Customer value-driven marketing strategy: creating value for target customers	Lecture Group presentation Coach on the assignment and group project
6	11 Aug 26 (Tue)	**Mid-term exam (50')** Chapter 6: Product Decisions (P1)	Chapter 8. Products, services, and brands: building customer value	Lecture Case study
7	13 Aug 26 (Thu)	Chapter 6: Product Decisions (P1, cont)	Chapter 8. Products, services, and brands: building customer value	Group presentation Coach on the assignment and group project
8	18 Aug 26 (Tue)	Chapter 7: Price Decisions (P2)	Chapter 10. Pricing: understanding and capturing customer value Chapter 11. Pricing strategies: Additional considerations	Lecture Case studies Coach on the group project
9	20 Aug 26 (Thu)	Chapter 8: Place Decisions (P3)	Chapter 12. Marketing channels: Delivering customer value	Lecture Group work activities Coach on the group project
10	25 Aug 26 (Tue)	Chapter 9: Marketing Communication (P4)	Chapter 14. Engaging Consumers and communicating customer value: Integrated marketing communication strategy Chapter 15. Advertising and public relations Chapter 16. Personal selling and sales promotion Chapter 17. Direct, online, social media and mobile marketing	Lecture Group work activities Coach on the group project
11	27 Aug 26	**Group project presentation** Review		Group project presentation (15-min/group, followed by 5-min Q&A)
12	3 Sep 26	**Final Exam (60')**		

MKT361 – Course aims

- To enable students to understand the fundamental concepts and theories of marketing and how they may be applied to the marketplace in a modern and dynamic environment.
- After the course, successful students should be able to:

  - Understand and explain the four components of the marketing mix
  - Recognise the role of marketing in the strategic planning process of a firm.
  - Link the marketing mix elements to a firm's marketing strategy.
  - Apply marketing concepts to specific business cases and situations.

Group project

Requirement

1. Each group will be assigned a marketing-related case study to analyse throughout the course alongside the topics covered in class.
2. Each group is expected to discuss and present the following aspects of the assigned case study:
   a) How do the macro-environmental and micro-environmental factors influence the company's marketing activities?
   b) Who are the company's target customer segments? What are the key characteristics of these target segments?
   c) What are the consumer behaviour patterns of customers within these target segments?
   d) What product, pricing, distribution (place), and integrated marketing communication (IMC) strategies would be most appropriate for the target segments?
   e) What Customer Relationship Management (CRM) and Corporate Social Responsibility (CSR) initiatives should the company implement?
   f) What marketing performance metrics (KPIs) are most appropriate for evaluating the effectiveness of the company's marketing activities in relation to its business objectives?

Group assignments:

- Group 1
- Group 2
- Group 3
- Group 4
- Group 5

What is marketing?



Aims

By the end of the lecture, students should be able to:

- Define **marketing**, and outline the **steps in the marketing process**.
- Explain the importance of **understanding the marketplace and customers**, and identify the **five core marketplace concepts**.
- Identify the key elements of a **customer-driven marketing strategy**, and discuss the **marketing management orientations** that guide marketing strategy.
- Discuss **customer relationship management**, and identify strategies for **creating value** *for* customers and **capturing value** *from* customers in return.
- Describe the **major trends and forces** that are changing the marketing landscape in this age of relationships.

Markets

- A **market**
  - set of actual and potential buyers of a product
  - these buyers share a particular need or want
  - that can be satisfied through exchange relationships
- The main elements of a marketing system are:
  - suppliers
  - company
  - competitors
  - marketing intermediaries
  - consumers







MARKET-ING

- The process of maximising returns to stakeholders by developing **exchanges** with valued **customers** and creating an **advantage** for them.' (Pride 3e, p. 6)
- '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'. (AMA)
- The **process** by which marketing organisations ***engage customers, build strong customer relationships*** and ***create customer value*** in order to ***capture value from customers in return.***

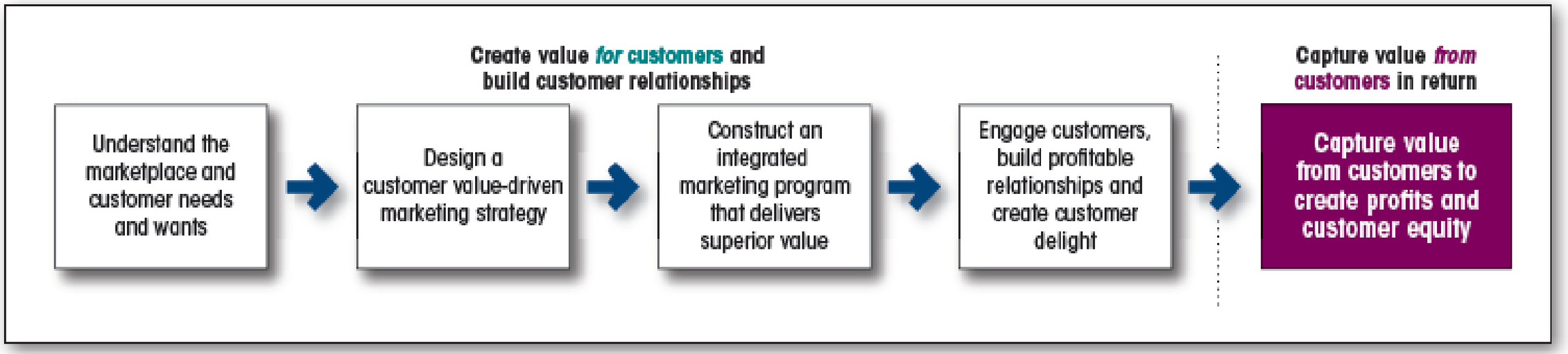


FIGURE 1.1 A simple model of the marketing process



"Personally, I am very fond of strawberries and cream, but I have found that for some strange reason, fish prefer worms. So, when I went fishing, I didn't bait the hook with strawberries and cream." (Dale Carnegie)

Understand the marketplace and customer needs



Needs

- Needs are states of felt deprivation arising from basic physical, social, or individual requirements.
  - Eg: hunger reflects a need for food, loneliness reflects a need for belonging, and uncertainty may create a need for information or security
- These needs are a fundamental part of human nature; marketers do not create them.
  - Eg: a smartphone company does not create the basic need for communication
- Instead, marketing seeks to understand how people experience these needs and how they may be satisfied through suitable market offerings



Customer need	Possible market offering
Transportation	Bus service, bicycle, car, ride-hailing app
Belonging	Social network, club membership, community event
Education	University course, textbook, online programme
Relaxation	Spa service, holiday, music platform
Recognition	Luxury product, professional award, premium membership

Type of need	Meaning	Examples
Physical needs	Basic requirements for survival and physical wellbeing	Food, clothing, warmth, shelter, safety
Social needs	Needs connected with relationships and interaction with others	Belonging, affection, friendship, acceptance
Individual needs	Needs related to personal development and identity	Knowledge, self-expression, achievement

Joining a fitness club could satisfy:

- a physical need for health;
- a social need for belonging;
- an individual need for confidence or achievement.

Marketing myopia: when a business pays too much attention to its products and too little attention to the needs and benefits underlying those products.

- A railway company is not merely selling train tickets; it is satisfying a transportation need.
- A hotel is not merely selling rooms; it may satisfy needs for rest, safety, convenience, status, escape, or cultural experience.
- A university is not simply selling courses; it may satisfy needs for knowledge, qualifications, career development, identity, and belonging.

A **latent need** is a need that consumers may experience but cannot yet clearly express, or for which they do not know that a solution exists.



Maslow's Hierarchy of Needs (Theory of Human Motivation)

- Theory of Human Motivation: “human needs can be arranged in a hierarchy, where lower-level needs generally require sufficient satisfaction before higher-level needs become important motivators.”
- The hierarchy is **not rigid**—people may pursue multiple levels simultaneously, and the order can vary depending on circumstances and culture.



The Five Levels of Needs

1. **Physiological Needs**: Basic Human Survival

Eg: Need for food, water, air, sleep, shelter

Mkt offers: restaurants, bottled water, hotels

→ A hungry customer is unlikely to care about luxury branding until the basic need for food is met.

2. **Safety Needs**: Once physiological needs are reasonably satisfied, people seek safety and stability.

Eg: personal security, financial security, health

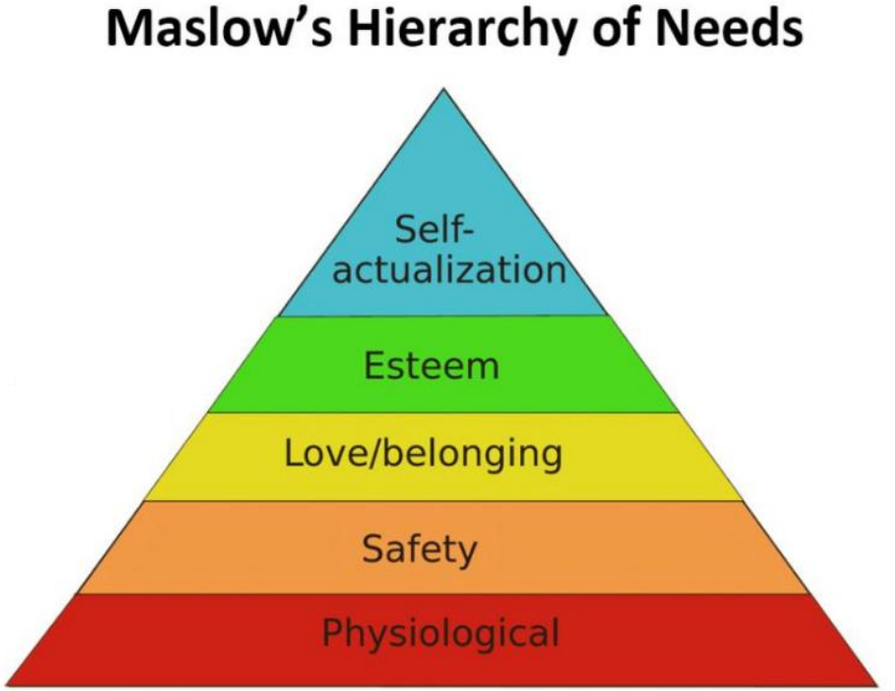
Mkt offers: insurance, banks, hospitals

3. **Love and Belonging Needs**: Humans naturally seek meaningful relationships and social acceptance.

Eg: friendship, family, romantic relationships, community, team membership, sense of belonging

Mkt offers: social media platforms, dating apps, sport clubs, community events, travel experiences

→ Many successful brands create communities rather than simply selling products.



4. Esteem Needs: People want to feel respected, competent, and valued.

- **Internal esteem:** the desire for **self-respect**.
  - Achievement
  - Confidence
  - Independence
  - Mastery
  - Autonomy

  Become the best version of yourself

  Personal Growth not to impress others

  Eg: A researcher completes a difficult paper and feels proud because she knows she produced high-quality work—even before anyone else reads it. The satisfaction comes from within.

- **External esteem: the desire for** recognition from others
  - Recognition
  - Reputation
  - Status
  - Prestige
  - Appreciation
  - Reputation
  - Admiration

  Luxury watches

  Show your success

  Luxury cars

  Executive clubs

  Likes on FB

  Designed fashion

- Eg: The same researcher receives a Best Paper Award or promotion. Now the esteem comes from **other people's recognition**.



Self-esteem: a person's overall evaluation of their own worth, competence, and value. It is how positively or negatively people feel about themselves.

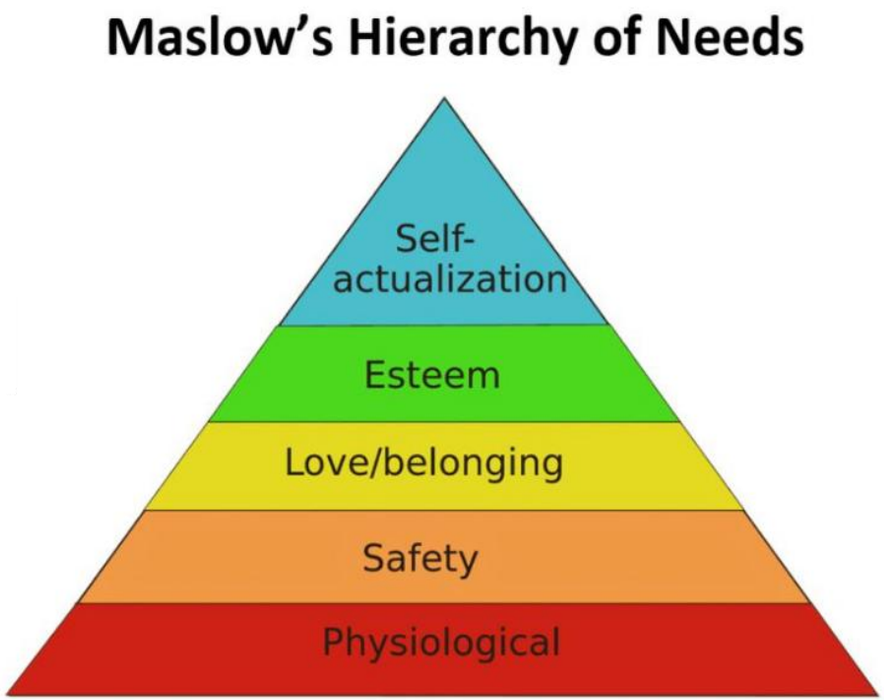
→ It is an **outcome or psychological state**, not a type of need: "I believe I am capable"; "I feel worthy of respect"; "I accept myself despite my weaknesses".

5. Self-Actualisation Needs: This is the desire to realise one's full potential.

Eg: Creativity; Personal growth; Learning; Meaning; Purpose; Self-development

Someone pursuing a second Bachelor may be motivated largely by intellectual growth and personal fulfilment rather than financial reward alone.

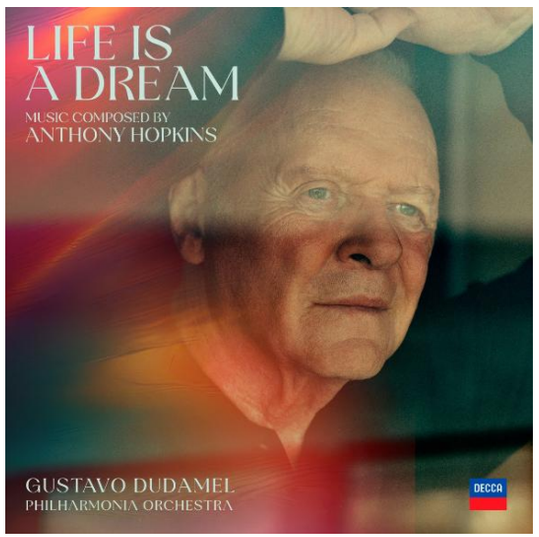
→ Mkt offers: Higher education Professional development courses Adventure travel Artistic workshops Coaching



Later Addition: 6. Self-Transcendence Needs: going beyond one's own interests to contribute to others or to a cause greater than oneself. → Contributing to society

Eg: Volunteering Mentoring Environmental protection Religious or spiritual devotion Scientific discovery for society

Two-time Oscar-winning actor and composer, Sir **Anthony Hopkins** released his debut single, "Bracken Road," at the age of 88.



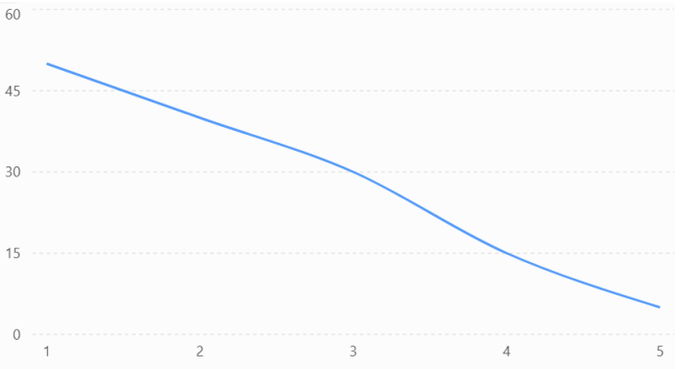
Wants



- Wants are the forms that human needs take when they are shaped by culture and individual personality
- Eg: A hungry person in Hanoi may want phở, while individuals in other cultural contexts may want pasta (Rome), curry (Tokyo), or a sandwich (U.S).
- The need is similar—food—but the preferred solution varies according to culture, lifestyle, personality, experience, social influence, and context
- While needs don’t change, wants are changing and satisfaction with existing offerings gradually declines.
- What should marketers do?

Law of Diminishing Marginal Utility (DMU)

- **Utility:** the **satisfaction or benefit** that a consumer derives from consuming a product or service.
- Eg: Imagine you are extremely thirsty.
  - The **first glass of water** gives you tremendous satisfaction. 😍😍😍😍😍
  - The **second glass** is still enjoyable. 😍😍😍😍
  - The **third glass** is less satisfying. 😍😍😍
  - The **fourth glass** provides little additional pleasure. 😐
  - The **fifth glass** may even make you feel uncomfortable. 🤢



The product has not changed.

What changes is the **level of satisfaction** received from each additional unit.

→**Marginal Utility (MU)** is the **additional satisfaction gained from consuming one more unit of a product.**

Why consumers constantly seek novelty?

- Consumers eventually become bored with consuming the same product repeatedly.
- → Therefore, marketers introduce:
- new flavours,
- new colours,
- limited editions,
- seasonal collections,
- product extensions.



Eg: Snack: Original → Barbecue → Cheese → Sour Cream & Onion → Seaweed

Consumers do not need different types of potato chips to satisfy hunger. Rather, new varieties increase perceived satisfaction.

What would happen if only Original taste is provided?

Why firms must continue creating value?

- Product Innovation: As consumers become accustomed to existing products, their marginal utility declines → why companies continuously innovate.
- **Example:** Apple releases new iPhone models with:
  - improved cameras,
  - AI features,
  - faster processors,
  - longer battery life.
- The basic need for communication remains unchanged, but innovation increases the perceived utility of upgrading.
- Customer Loyalty: create additional sources of value beyond the core product
- Help maintain high levels of customer satisfaction and encourage repeat visits.



Demands

- **Wants become demands when they are supported by buying power.**
- Eg: A consumer may want an electric car, but that want becomes effective market demand only when the consumer is willing and financially able to purchase it.
- Eg: Need (Hunger) → Want (Desire for sushi) → Demand (Ability and willingness to buy sushi)
- Demand = Want + Ability to Pay + Willingness to Buy

How marketers can increase demand?

- Customer Value = Perceived Benefits – Perceived Costs
- Marketers can increase demand by: improving product quality; adding new features; offering better service; providing warranties; creating emotional benefits; enhancing customer experience
- Marketers can reduce perceived cost: time; effort; risk; psychological cost.

→ free delivery; one-click purchasing; easy returns; money-back guarantees; simple installation

Improve Affordability: purchasing power

- Make products easier to afford:
  - installment payments
  - financing
  - subscriptions
  - student discounts
  - trade-in programmes
- Eg: Instead of paying $1,200 upfront, customers can pay **$50 per month**, making the purchase more accessible.

Encourage Re-purchases

Demand is not only about attracting new customers but also about encouraging existing customers to buy again.

- CRM programmes

Eg: Starbucks records customers' purchase history and sends personalised offers (e.g., "Buy your favourite latte this week and earn double Stars"). This encourages repeat purchases and strengthens customer relationships.

- Loyalty cards

Eg: Sephora Beauty Insider: Customers earn points for every purchase, which can be redeemed for products or experiences. The more they buy, the more rewards they receive, increasing purchase frequency.

- Membership benefits

Eg: Amazon Prime: Members enjoy free shipping, Prime Video, Prime Music, exclusive deals, and early access to sales.

- Personalised recommendations

Eg: Netflix analyses users' viewing history and recommends movies and TV shows tailored to their preferences. Personalisation increases engagement and reduces search effort.

- Subscription services

Eg: YouTube Premium: Customers pay a monthly subscription for ad-free listening, offline downloads, and unlimited skips.

Market offerings

Goods

- Tangible, physical objects
- Ownership is transferred to the buyer
- Usually produced before consumption
- Can be inventoried and stored
- Standardised; quality is relatively consistent
- Don’t require customer involvement during manufacturing
- Eg: Shoes, iPhone, furniture, salt

Services

- Intangible performances or experiences
- No ownership; customers receive access, benefits, or experiences
- Usually produced and consumed simultaneously
- Cannot be stored (perishable)
- More variable because people often deliver the service
- customers often participate in service delivery
- Eg: haircut, hotel stay, airline flight, education, medical treatment

Customer value

- a customer's *overall assessment* of the utility of an offering based on perceptions of what is received and what is given.
  - Value refers to the 'total offering'. It evolves continually and is unique for each individual.
  - Value = Benefits - Costs
- **Utility:** the benefits or value gained by users of a product/service.
  - **Form Utility - creation of product**
  - **Place Utility - accessibility**
  - **Time Utility - availability when needed**
  - **Possession Utility - transfer of ownership, use**
  - **Image Utility - emotional or psychological**

Exchanges, transaction and relationships

- **Exchange**
  - the act of obtaining a **desired** object from someone by **offering** something in return
  - **A successful marketing exchange involves:**
    - two or more parties, each with something of value desired by the other party
    - all parties must benefit from the transaction
    - the exchange must meet both parties' expectations (e.g. quality, price)
    - Free to accept or reject the offer.
- A **transaction**
  - a trade between two parties that involves at least two things of value, agreed-upon conditions, and a time and place of agreement
- Marketing consists of actions
  - taken to **build and maintain** desirable **exchange relationships**
  - with target audiences
  - involving a product, service, idea or other object

Marketing Myopia

- What benefits do we provide?
- What business are we in?
  - Shell - a petroleum company vs. an energy company vs. kiwi energy company
  - Revlon – makeup vs. “hope”
  - Kodak – cameras vs. preserving memories
- “In our factory we make perfume; in our advertising we sell hope.”

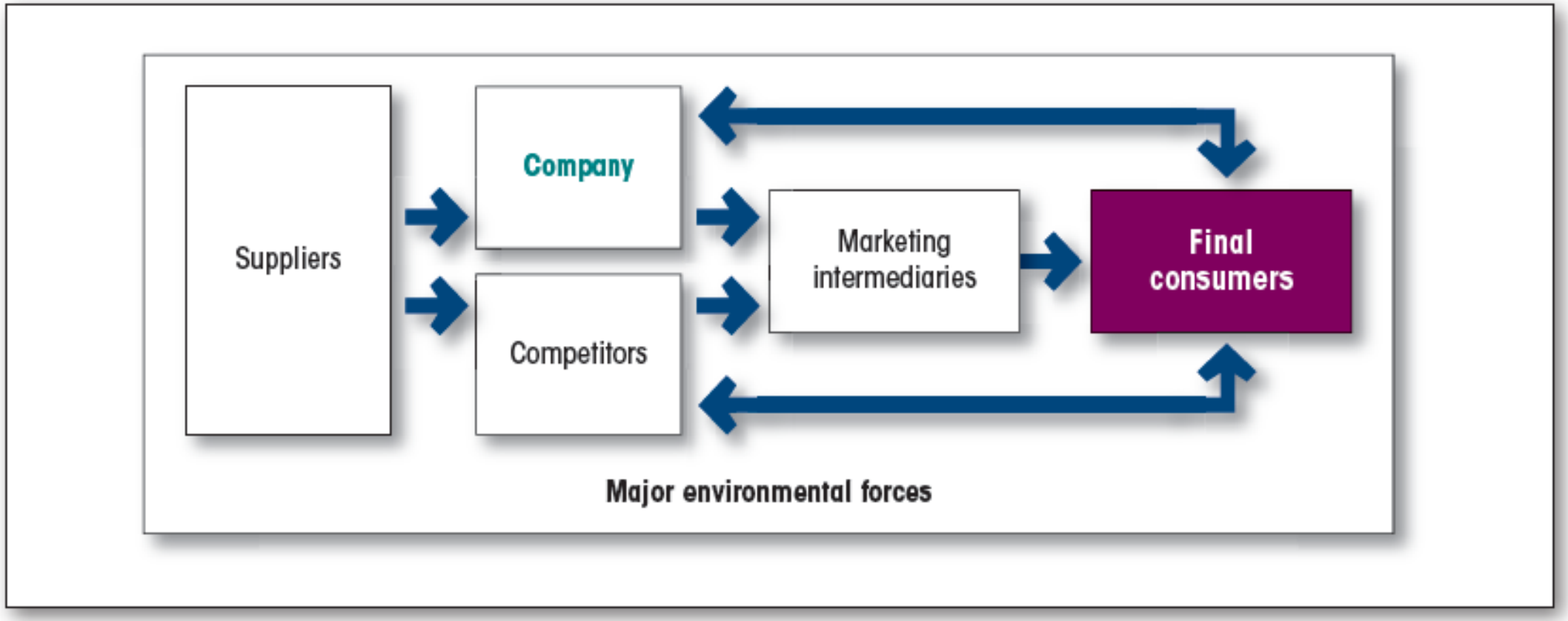


FIGURE 1.2 Elements of a modern marketing system

Table 1.1 Demand management ready-reckoner

Demand management ready reckoner
1 Negative demand A market is in a state of negative demand if a major part of the market dislikes the product and may even pay a price to avoid it. Examples: health insurance and dental work.
2 No demand Target consumers may be unaware of or uninterested in the product. The marketing task is to find ways to connect the benefits of the product with the person's natural needs and interests.
3 Latent demand Many consumers may share a strong need that cannot be satisfied by any existing product. Examples: safer communities and more environmentally friendly cars. The marketing task is to measure the size of the potential market and develop effective products and services that would satisfy the demand.

Demand management ready reckoner

4 Declining demand

Every organisation, sooner or later, faces declining demand for one or more of its products. The marketing task is to reverse the declining demand through creative remarketing of the product.

5 Irregular demand

Many organisations face demand that varies on a seasonal, daily or even hourly basis, causing problems of idle or overworked capacity. Examples: holiday resorts and restaurants. The marketing task is to find ways to alter the same pattern of demand through flexible pricing (e.g. early-bird specials), promotion and other incentives.

Demand management ready reckoner

6 Full demand

Organisations face full demand when they are satisfied with their volume of business. The marketing task is to maintain the current level of demand in the face of changing consumer preferences and increasing competition.

7 Overfull demand

Some organisations face a demand level that is higher than they can, or want to, handle. Examples include a national park that is carrying more tourists than the facilities can handle. The marketing task, called demarketing, requires finding ways to reduce the demand temporarily or permanently. Demarketing aims not to destroy demand but only to reduce its level, temporarily or permanently.

8 Unwholesome demand

Unwholesome products, such as cigarettes and wines, will attract organised efforts to discourage their consumption. The marketing task is to get people who like something to give it up, using such tools as fear messages, price hikes and reduced availability.

UNIQUE VALUE PROPOSITION

A unique value proposition (UVP) is the core benefit or solution that differentiates your product or service from the competition and positions it as the best possible option on the market.

Choosing a value proposition

- value proposition is the **set of benefits or values** it promises to **deliver** to consumers to **satisfy** their needs.
- Such value propositions **differentiate** one brand from another.





Marketing management orientations

Marketing pathway

Marketing Management

- The analysis, planning, implementation and control of programs designed to create, build, and maintain beneficial exchanges with target buyers for the purpose of achieving organisational objectives.

Production concept



- If we make it, they will buy it…
- Management focus is on:
  - Improving production efficiency and distribution efficiency
  - Improving product features
- *"Customers can have any colour they want, as long as it's black."* (Henry Ford)

Product concept

- Consumers will favour products that offer the highest quality, the best performance, or the most innovative features.
- → Company focuses on:
  - improving product quality;
  - adding advanced features;
  - enhancing technical performance;
  - investing in research and development;
  - continuously upgrading the product.
- Build a better product, and customers will buy it.
- Eg: A smartphone company may believe customers will choose its phone because it has: a more powerful processor; a higher-resolution camera; a sharper screen; longer battery life; more advanced AI functions.

→Its marketing strategy therefore concentrates heavily on product innovation and technical superiority.

→However, this assumption is not always correct. Customers may care more about price, ease of use, convenience, design, brand image, after-sales service, and emotional value.

Discussion

Company A

- “Our laptop has the fastest processor, the highest screen resolution, and the most advanced graphics card.”
- Begin with the product
- Mkt myopia: too focused on the product itself and loses sight of the customer’s underlying need.

Company B

- “Our target customers are university students. They need a lightweight, affordable laptop with long battery life and reliable after-sales support.”
- Begin with customers’ need.

Selling concept

- “If we SELL it right, they will buy it…”

→Companies focus on **selling what they have produced**, rather than **producing what customers actually want**.

→Instead of asking what customers need, a company try to convince customers to buy its products.

→Management focus is on

  - Improving sales techniques
  - Increasing spending on promotion
  - Relatively short-term view
  - Unsought goods

- Problems: unsatisfied customers, short-term relationships, high promotion costs, brand reputation damage
- Eg: Imagine a gym with a selling concept: "Join today! 50% discount! Only three days left!“ → Discuss what happened? Why?



Marketing concept

- If we make what they want, they will buy it…

→The key to achieving organisational goals is to identif the needs and wants of target markets and deliver superior customer value more effectively and efficiently than competitors.

→the marketing concept **starts with the customer, not the product**.

→**"What do customers need, and how can we satisf those needs better than our competitors?"**

- Management focus is on…
  - Customer needs and wants
  - Functional integration
  - Long-term success, profits come from need satisfaction

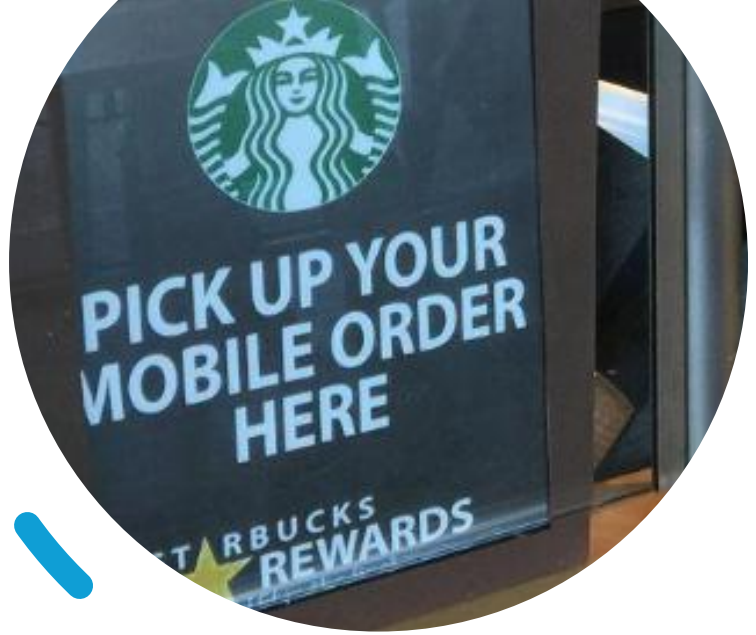


Starbucks

- Starbucks does not merely sell coffee. It creates value through:
  - personalised drinks: Customers can customise size, milk, syrup, temperature, toppings, and even have their name written on the cup.
  - mobile ordering: The Starbucks app allows customers to order, pay, and skip the queue.
  - loyalty rewards: Starbucks Rewards lets customers earn Stars, redeem free drinks, and receive personalised offers
  - comfortable store environments: Cozy seating, free Wi-Fi, music, and ambience encourage customers to stay longer and socialise or work
  - customer relationships:Personalised service, seasonal promotions, and CRM strengthen long-term loyalty

→ The experience is as important as the coffee itself.

→ Customers do not simply buy coffee; they buy convenience, personalisation, belonging, and an enjoyable experience.



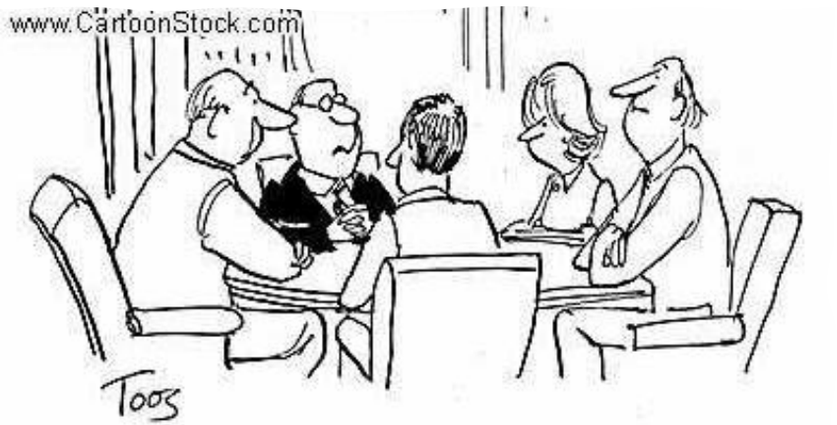






Societal marketing concept

- If we make what they want in a socially responsible manner, they will buy it…
- Management focus is on
  - Satisfying customer needs and wants
  - Achieving the organisation’s goals
  - While also trying to maintain and improve society



“Make sure everything is done ethically. Within reason, of course.”

The selling and marketing concepts contrasted

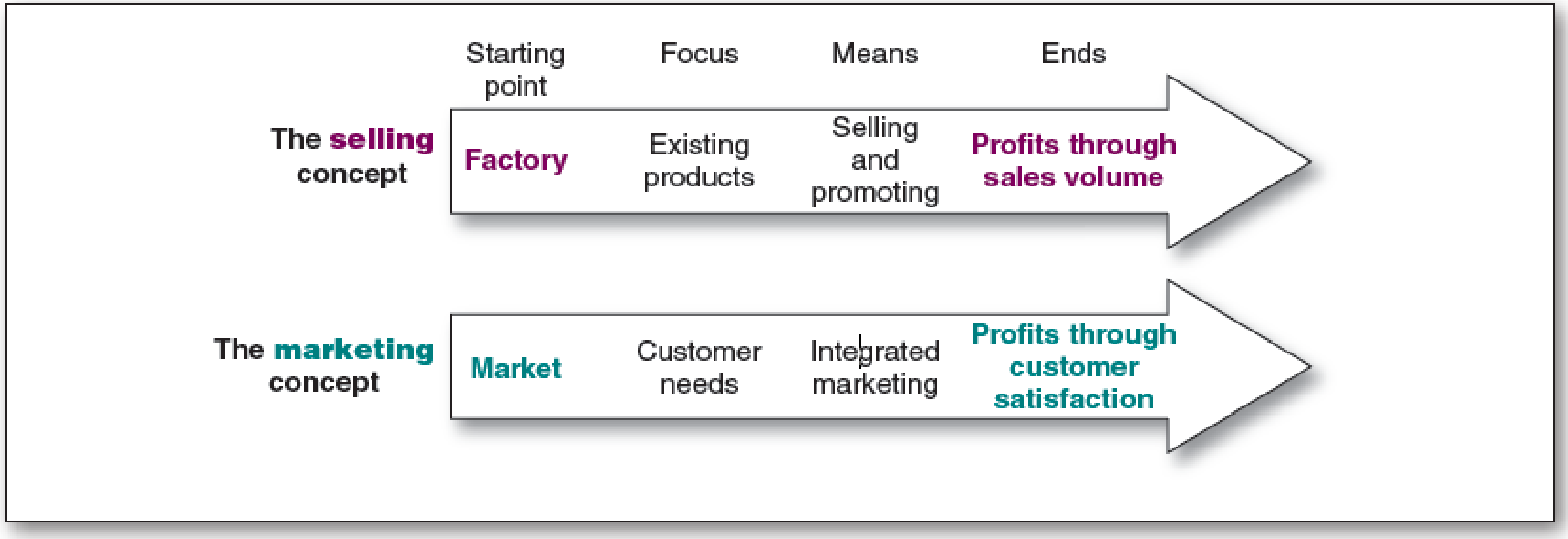


FIGURE 1.3 The selling and marketing concepts contrasted

The changing marketing landscape



The digital age: Big Data and AI era

- **Online, mobile and social media marketing:** The consumer love affair with digital and mobile technology makes it fertile ground for marketers trying to engage customers.
- **Digital and social media marketing**
  - involves using digital marketing tools, such as websites, social media, mobile ads and apps, online video, email, blogs and other digital platforms
  - engage consumers anywhere, anytime via their computers, smartphones, tablets, Smart TVs and other digital devices.
- **Social media marketing: Big Data and AI platforms**
- Most brand websites, and even traditional media ads, feature links to the brand's Facebook, Instagram, Twitter, LinkedIn, YouTube, Snapchat or other social media sites.

- Online social media offer an **ideal platform** for real-time marketing by which marketers can **engage consumers** in the moment by linking brands to
  - important trending topics
  - real-world events, causes, personal occasions
  - other important happenings in consumers' lives

Digital vs. Traditional Marketing Communications

Digital Mkt

- Tools: Search, social media, websites, email, apps
- Interactive communication
- Precise audience targeting
- High personalization
- Real-time and measurable data
- Flexible and easy to optimise

Key advantages:

Measurable

Targetable

Interactive

Flexible

Scalable

Key limitations:

Data privacy concerns

information overload and ad fatigue

Dependence on platforms and algorithms

Require continuous monitoring and optimisation

Traditional Mkt

- Tools: TV, radio, newspapers, billboards
- Mainly one-way communication
- Broad audience targeting
- Limited personalization
- Difficult to track individual responses
- High cost of modification

Digital mkt does not replace traditional mkt:

Our consumers still live in both digital and physical worlds

MAIN FUNCTIONS OF DIGITAL MARKETING

Practical Example: The Hanoi Train – Tàu Hà Nội 5 Cửa Ô



THE HANOI TRAIN
— 5 CỬA Ô —

MAIN FUNCTIONS	WHAT IT MEANS
1. CREATE AWARENESS & ENGAGEMENT	• Attract the right audience and build interest in the brand. • Encourage interaction: like, comment, share, save.
2. GENERATE LEADS & CONVERSIONS	• Turn interest into action. • Drive traffic to booking channels and increase ticket sales.
3. MANAGE CUSTOMER RELATIONSHIPS	• Build and maintain long–term relationships. • Provide updates, customer support and respond to enquiries.
4. PERSONALISE COMMUNICATION	• Deliver the right message to the right people. • Tailor content by audience, interest, journey purpose and occasion.
5. MEASURE & OPTIMISE PERFORMANCE	• Track results across channels and content. • Analyse data to improve campaigns and increase ROI.

HOW THE HANOI TRAIN APPLIES IT (EXAMPLES FROM FACEBOOK PAGE)

Heritage storytelling, beautiful photos & videos

Introduce the experience, 5 heritage gates, culture, food and the journey from Hanoi to Quan Ho.



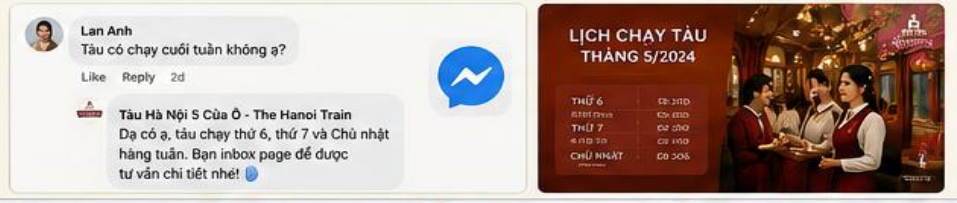
Clear call-to-action and booking channels

Posts direct customers to book tickets online, call the hotline or visit the Hanoi Station ticket counter.



Two-way communication & customer care

Respond to comments, messages and enquiries; share schedules, updates and travel tips.



Tailored content for different audiences

Different themes for cultural lovers, families, tourists, corporate groups, special events and holidays.



Track performance & improve

Monitor engagement, reach, video views, clicks, enquiries and ticket bookings to know what works best.

Facebook Insights (example)

Reach	Engagement	Link Clicks	Messages	Bookings (Online & Hotline)
1.2M	63K	18K	2.4K	3.8K
↑ 28%	↑ 35%	↑ 42%	↑ 31%	↑ 27%

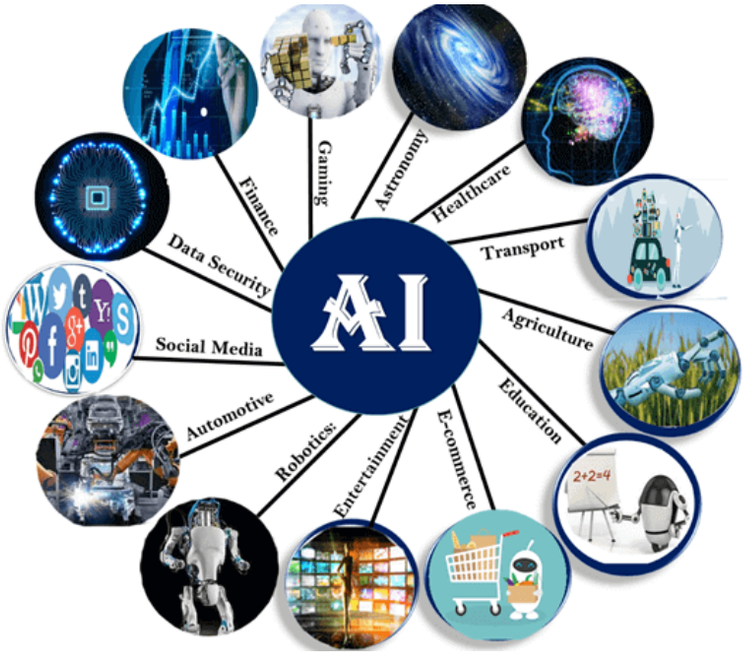
Use insights to optimise: content, targeting, ad creative, posting time and offers.

★ DIGITAL MARKETING TURNS INTEREST INTO MEMORABLE EXPERIENCES – AND EXPERIENCES INTO LOYAL CUSTOMERS.

THE HANOI TRAIN – HƠN CẢ CHUYẾN ĐI, LÀ DI SẢN.

Big data and artificial intelligence (AI)

- The explosion in digital technologies means we now have **ready access** to more data than ever before.
- Companies can use this big data to **gain deep consumer insights**, personalise marketing offers, and improve communication, engagement and service with consumers.
- To make sense of big data and to be able to use it effectively, marketers are turning to even more-advanced **marketing analytics**.
- Artificial intelligence (AI) involves machines thinking and learning in a way that looks and feels human, but with **much greater analytical capacity.**
- Marketers use AI to **analyse data at lightning spee**d and **apply marketing insights** to engage customers in real time and help them through the buying process.



The Digital Mkt Management Tool Stack

Digital Marketing Task	Example Tools / Software	Management Aim
Analytics and Tracking	Google Analytics 4	Understand customer behaviour and measure campaign performance
Digital Advertising	Google Ads, Meta Ad Manager, TikTok Ads Manager	Reach target audiences and generate traffic, leads, or sales
Social Media Management	Meta Business Suite	Plan, publish, monitor, and manage social media communication
CRM	HubSpot, Salesforce, Zoho CRM	Manage customer data, relationships, and interactions
Marketing Automation	HubSpot, Salesforce Marketing Cloud	Automate repetitive communication and personalise customer journeys
Email and Direct Marketing	Zalo, Mailchimp	Nurture leads, retain customers, and encourage repeat purchase
SEO and Search Management	Google Search	Improve visibility in search engines and attract organic traffic
Content Creation	Canva, Adobe Express, ChatGPT	Create visual, video, and written marketing content
Dashboard and Reporting	Power BI	Integrate data and support marketing decision-making

Mobile marketing



- **Mobile marketing** is perhaps the fastest-growing digital marketing platform.
- Four out of five smartphone users use their phones to:
  - access their bank account for online transfers and payments
  - browse product information through apps or the mobile web
  - make in-store price comparisons
  - read online product reviews
  - find and redeem coupons
- **Smartphones**
  - ever-present; always on; finely targeted; highly personal
  - ideal for engaging customers anytime, anywhere, as they move through the buying process

The growth of not-for-profit marketing

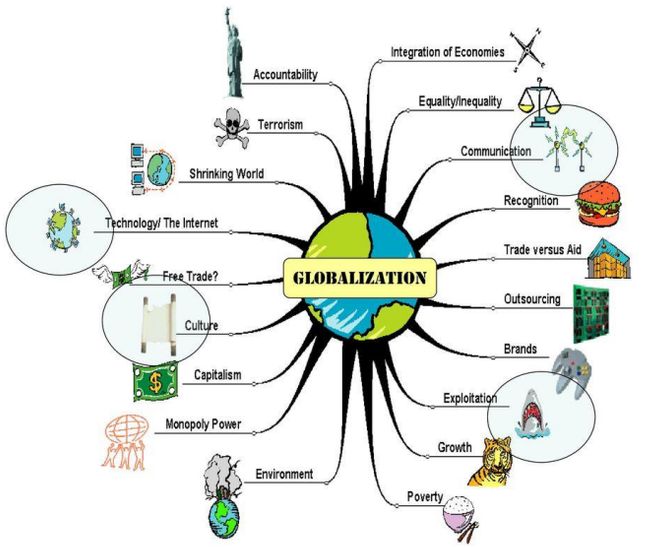
- **Not-for-profit marketing** is a type of marketing practised by a variety of organisations whose aim is to make surpluses so as to continue their operations, but **that do not seek to make profits for shareholders.**



"An engaged employee, is a fulfilled employee."

Rapid globalisation

- **Geographical and cultural distances have shrunk** as a result of burgeoning air travel, telephone links, digital communication, social networking and other technical advances.
- These technological advances have allowed companies to significantly **expand their geographical market coverage, purchasing and manufacturing**.
  - The result is a vastly more complex marketing environment for both companies and consumers.
- Q: Rapid globalisation brings with it both marketing opportunities and marketing challenges. Give some examples of each.



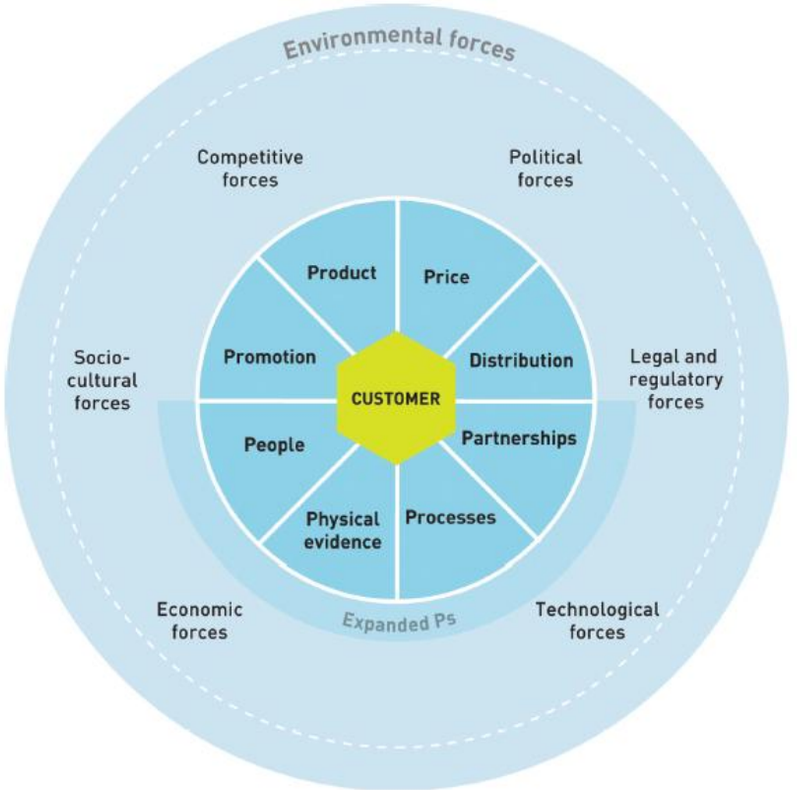
Sustainable marketing

- call for more environmental and social responsibility
- increased call for companies to take responsibility for the social and environmental impact of their actions
- Corporate ethics
  - have become an important matter in almost every business arena, from the corporate boardroom to the business-school classroom.

- Q: Global companies sometimes move operations from one country to another in search of lower labour costs. Should they be responsible for problems that arise as a result?



So, what is marketing? Pulling it all together



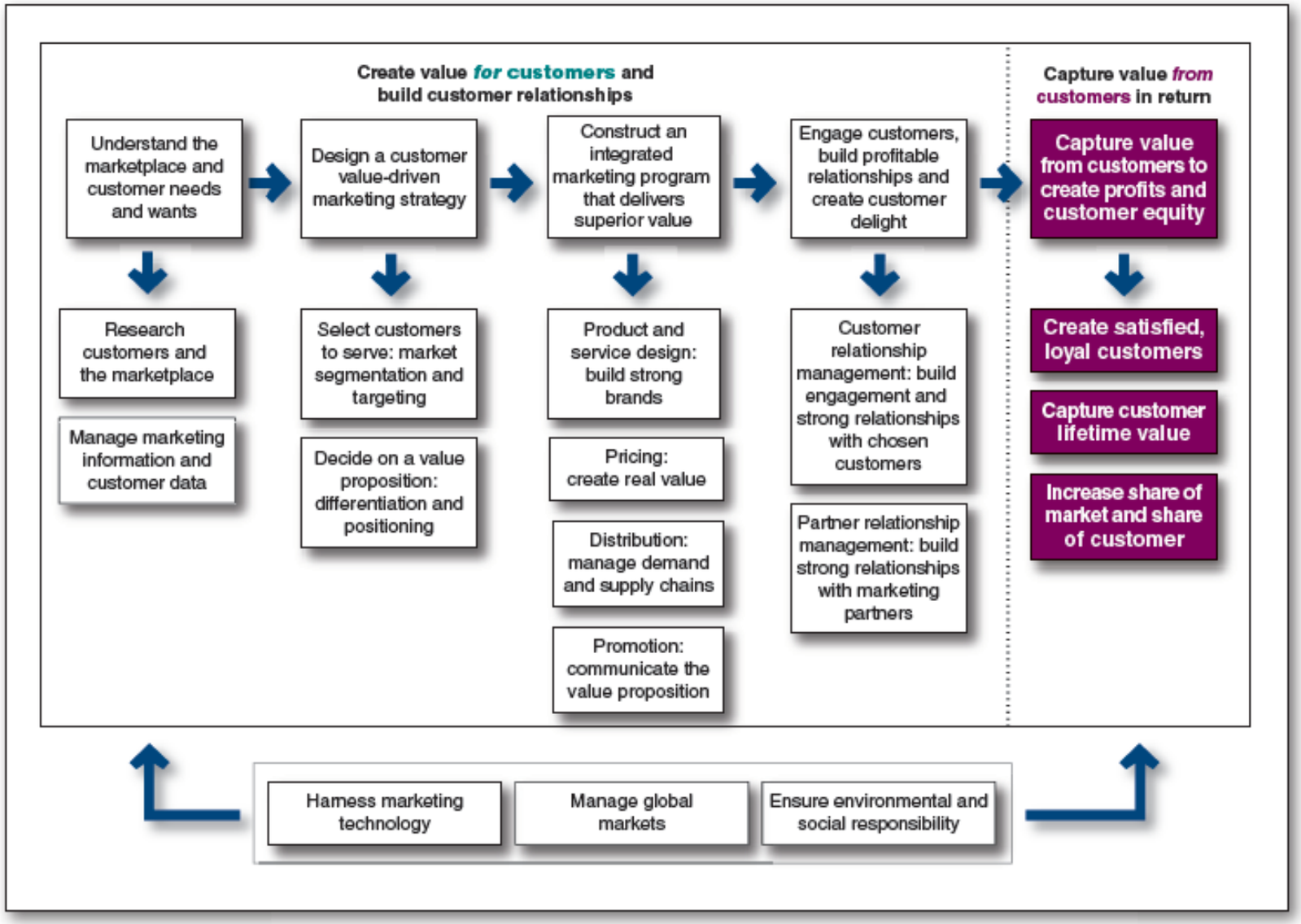


FIGURE 1.6 An expanded model of the marketing process