

Chapter 5 Outline

Understanding the Role of Marketing
Marketing Strategy
Situation Analysis
Service Marketing
Internal Marketing
Understanding Buyer Behavior
Consumer-Buyer Behavior
Organizational-Buyer Behavior
The Marketing Mix
Product Concepts
Promotion Concepts
Place or Distribution Concepts
Pricing Concepts
Marketing Research and Marketing
Information Systems
Types of Research
Sources of Data
Toward an Ethical Approach to Club
Marketing

Competencies

1. Explain the role of marketing in a private club setting. (pp. 149–155)
2. Summarize consumer and organization buyer behavior. (pp. 155–161)
3. Identify the ways marketing mix affects club marketing. (pp. 162–179)
4. Describe how marketing research is ethically conducted in and for clubs. (pp. 179–182)