Market Orientation
- Market orientation vs. marketing orientation
- Organizational learning

Market orientation
- Consumer focus
- Competitor intelligence
- Other information
- Interfunctional coordination

Organizational learning
- Open-minded inquiry
- Synergistic information distribution
- Accessible memory usage
Marketing strategy
- Marketing situation analysis
  - Markets and competition
  - Market segments
- Designing marketing strategy
  - Market targeting and positioning
  - Marketing relationship strategies
  - New Product strategies

Marketing strategy
- Marketing program development
  - Product
  - Distribution
  - Price
  - Promotion
- Implementing and managing marketing strategy
  - Marketing organization
  - Implementing and assessing

Becoming a market-oriented firm
- Information acquisition
- Interfunctional assessment
- Shared diagnosis and action
  - Ethical issues

Marketing program development
- Setting objectives
  - By level
  - By goal
- Product Strategies
- Distribution Strategies
- Price strategies
- Promotion strategies
Product strategies
- Product positioning
- Brand strategy
- Product management

Distribution strategies
- Channel objectives
- Type of channel
- Distribution intensity
- Channel configuration

Price strategy
- Price activity
  - Active/Passive
  - High relevance/Low relevance
- Price objectives
- Price flexibility

Integrated marketing communications strategy
- Communications objectives
- Promotion mix development
- Promotion budget
Marketing Plan

- Situation summary
- Target market
- Objectives by target market
- Programs and Positioning strategies
- Forecasting and budgeting