

OSNOVE MARKETINGA

Vježbe br. 9

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TEMATSKE CJELINE

	Tjedan nastave	Cjelina	Tjedan nastave	Cjelina	
I1	Week 1	Marketing: creating customer value and engagement	Week 9	Pricing: understanding and capturing customer value; pricing strategies	I2
	Week 2	Analysing the marketing environment	Week 10	Marketing channels: delivering customer value	I4
	Week 3	Managing marketing information to gain customer insights	Week 11	Integrated marketing communications strategy	
I3	Week 4	Consumer markets and buyer behaviour	Week 12	Advertising and public relations	
	Week 5	Business markets and business buyer behaviour	Week 13	Direct, online, social media and mobile marketing	
	Week 6	Customer-driven marketing strategy: creating value for target customers	Week 14	Creating competitive advantage	
I2	Week 7	Products, services and brands: building customer value	Week 15	Social responsibility and ethics	
	Week 8	Developing new products and managing the product life cycle			

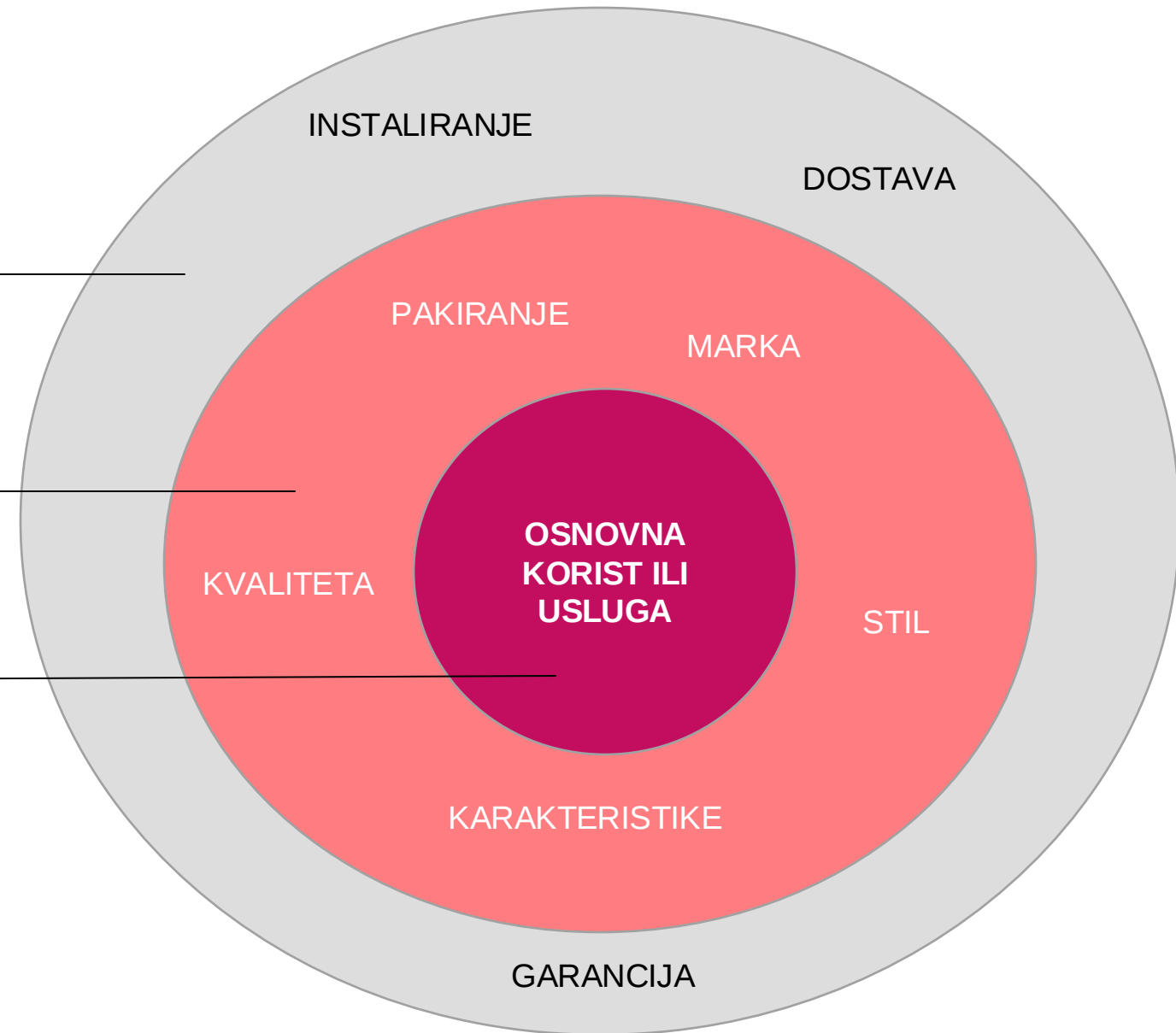
RAZINE PROIZVODA



PROŠIRENI
PROIZVOD

OČEKIVANI
PROIZVOD

OSNOVNI
PROIZVOD



Zadatak 1

Osmislite novi proizvod/uslugu iz područja turizma te definirajte najprije ciljanu skupinu (kao da ste STP odradili!). Zatim definirajte:

- Osnovni proizvod - što korisnici zapravo kupuju?
- Očekivani proizvod (4 - 6 značajki)
- Prošireni proizvod (4 - 6 značajki koje konkurencija nema)

USLUGE vs. PROIZVODI

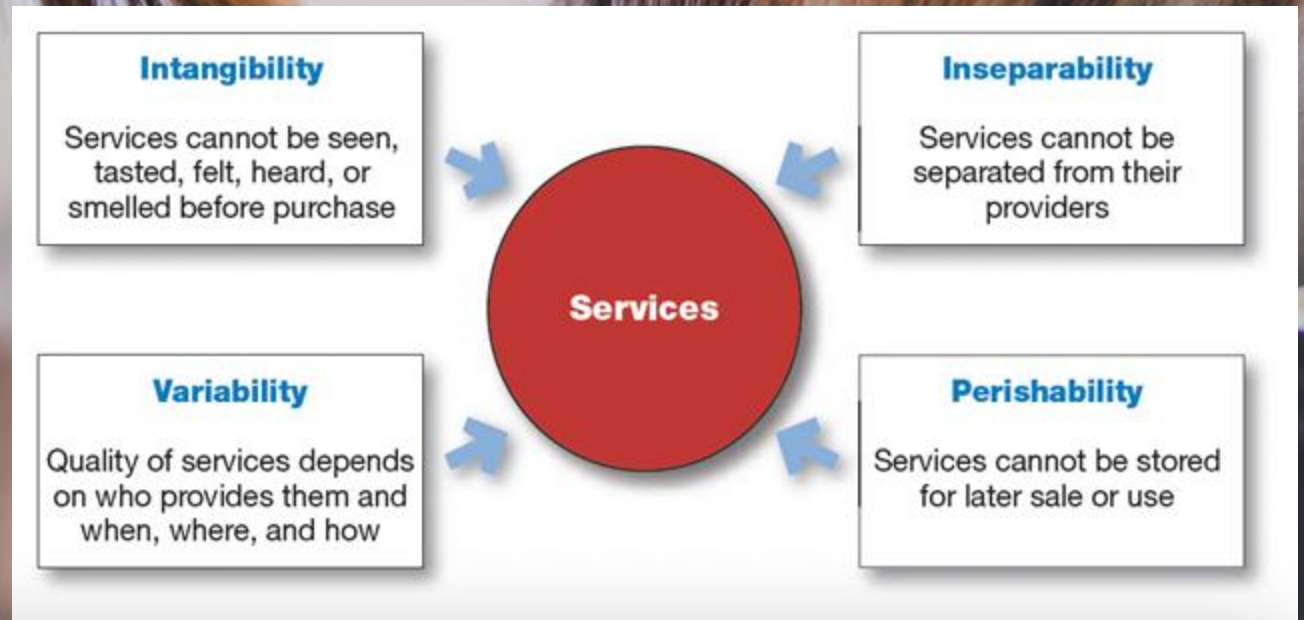
- NEOPIPLJIVOST
- NEDJELJIVOST
- PROMJENJIVOST
- PROLAZNOST / NEUSKLADIŠTIVOST



Zadatak 2

Odaberite uslugu te pojasnite kako biste „premostili” neopipljivost, nedjeljivost, promjenjivost i neuskladištivost:

- Brijlač
- Osobni trener
- Kiropraktičar
- Fizioterapeut
- Krojač
- Logoped
- Nutricionist/Dijetetičar
- Organizator vjenčanja
- Čistač/Servis za čišćenje



Napravite zadaću do nedjelje!



Hvala!