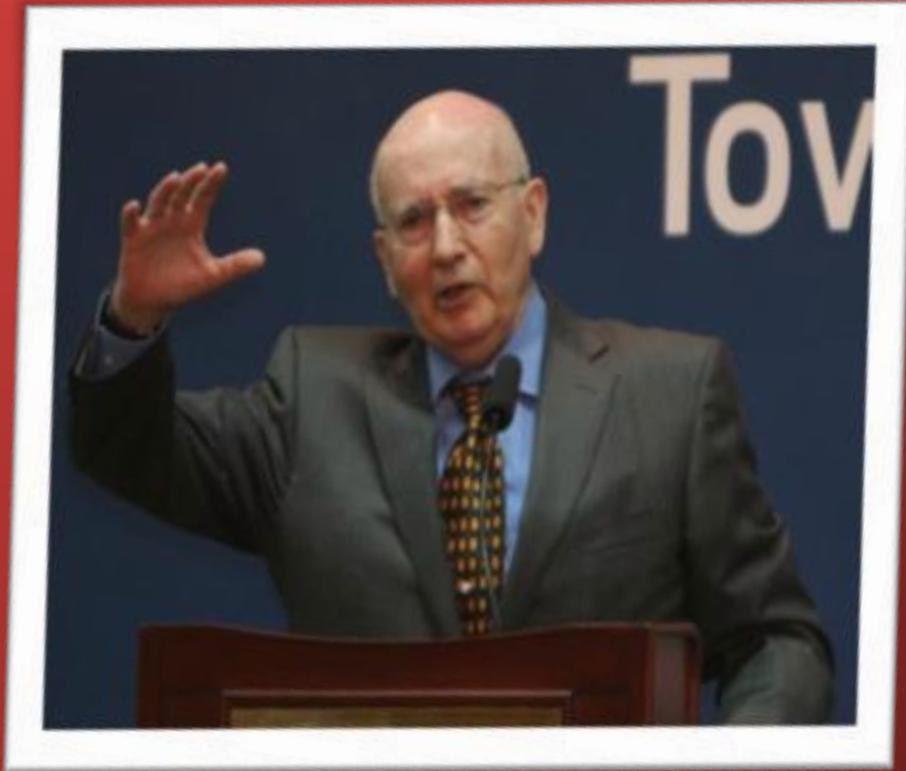
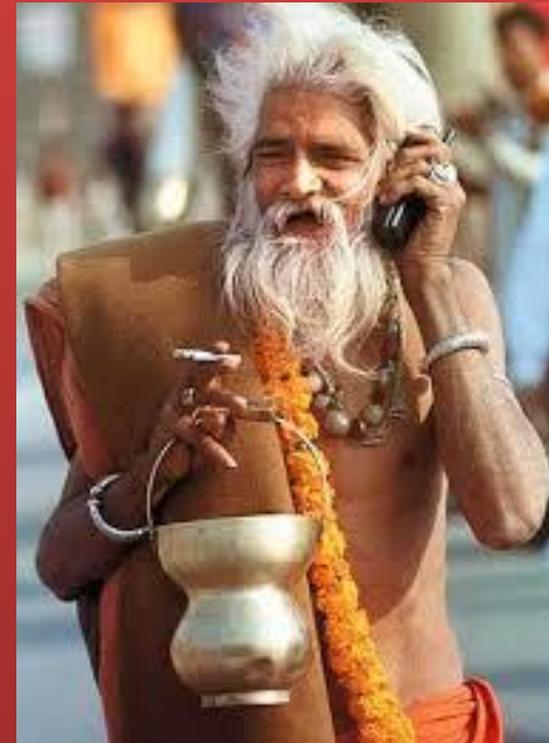


The Future of Marketing



**Philip Kotler, Ph.D
Kellogg School of Management
Northwestern University**



**June 27, 2014
AMA Sheth Doctoral Consortium
Kellogg School of Management
Northwestern University**

Trained as an Economist

- 1950-53 Milton Friedman,
University of Chicago



- 1953-56 Paul Samuelson and Robert Solow,
MIT



The Ford Foundation Program, 1960 Opens My Eyes to Marketing



- **Frank Bass, Robert Buzzell, William Lazer (photo of Ed Pessemier not available)**

Problems with Economic Theory

- ***Classical economics*** focuses on price and assumes rational maximizing behavior on the part of consumers, middlemen, and producers.
- ***Behavioral economics*** recognizes economic irrationality. ***Behavioral economics*** is another word for ***Marketing!*** For 100 years marketers have been enriching economic theory without gaining any recognition from economists.

The Broadening of Marketing

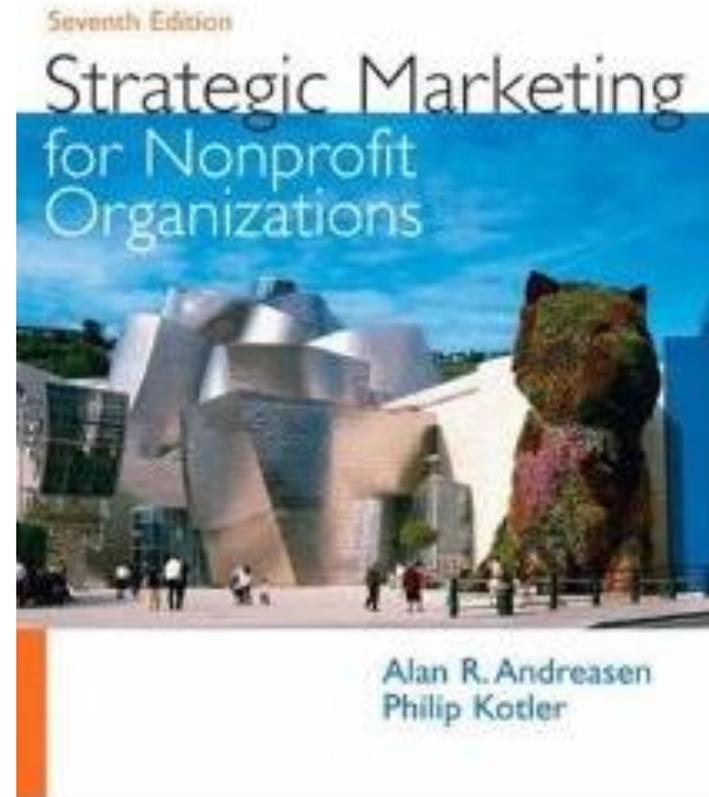
- Commercial marketing
- Place marketing
- Person marketing
- Social marketing
- Political marketing



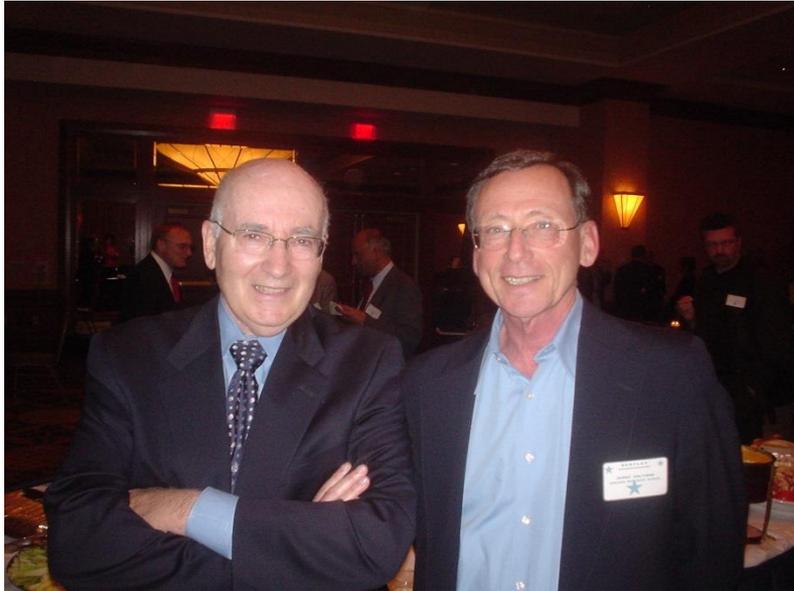
Marketing for Nonprofit Organizations



Professor Alan Andreasen,
Georgetown



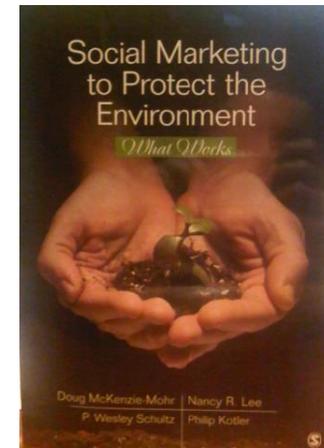
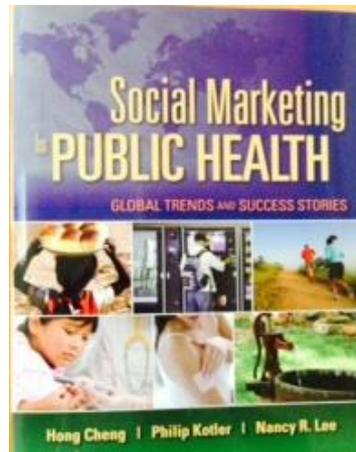
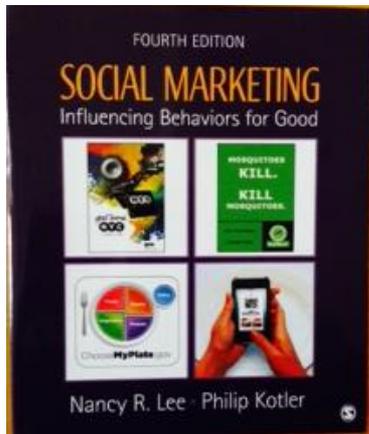
Social Marketing



Jerry Zaltman



Nancy Lee



Corporate Social Responsibility



CORPORATE SOCIAL RESPONSIBILITY

**Doing the Most Good for Your
Company and Your Cause**

Best practices
from Hewlett-Packard, Ben & Jerry's,
and other leading companies



PHILIP KOTLER

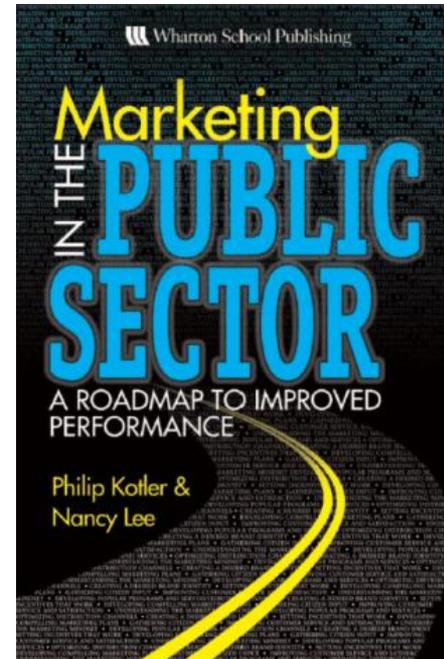
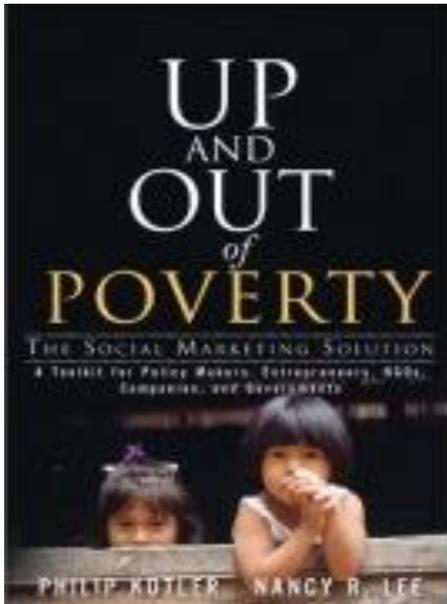
S. C. Johnson Distinguished Professor of International Marketing
Kellogg School of Management

NANCY LEE

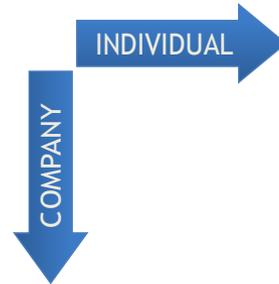
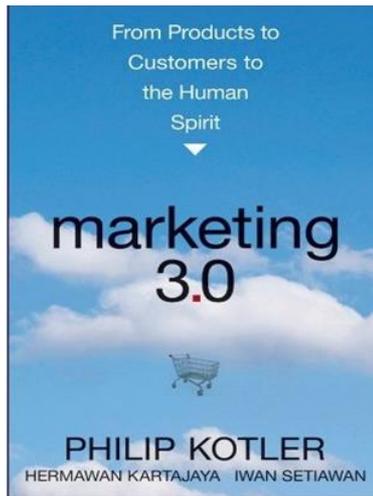
GOOD WORKS!

MARKETING AND
CORPORATE INITIATIVES
THAT BUILD A BETTER WORLD...
AND THE BOTTOM LINE

**PHILIP KOTLER
DAVID HESSEKIEL
& NANCY R. LEE**

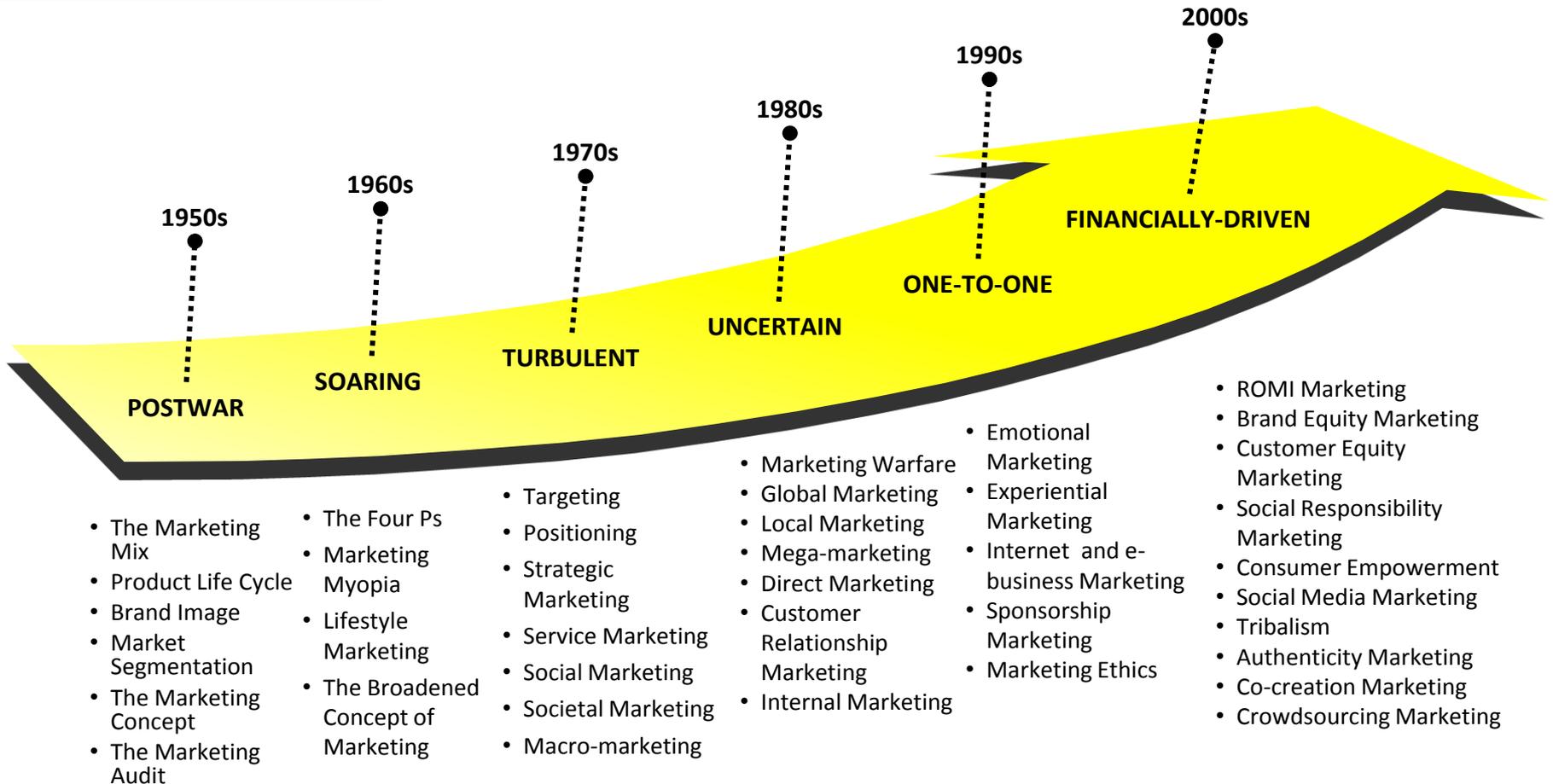


Values-Based Matrix (VBM) Model



| | Mind | Heart | Spirit |
|---------------|----------------------|--------------------|---------------------|
| MISSION (Why) | Deliver SATISFACTION | Realize ASPIRATION | Practise COMPASSION |
| VISION (What) | Profit Ability | Return Ability | Sustain Ability |
| VALUES (How) | Be BETTER | DIFFERENTIATE | Make a DIFFERENCE |

The Evolution of Marketing Concepts



New Tools

- New in Marketing Research
 - Ethnographic marketing
 - Neural scanning
 - Metaphor analysis (ZMET)
- New in Marketing Analytics
 - Predictive analytics
 - Cluster analysis
 - Marketing mix modeling
 - Big Data analysis
 - Individual profiling

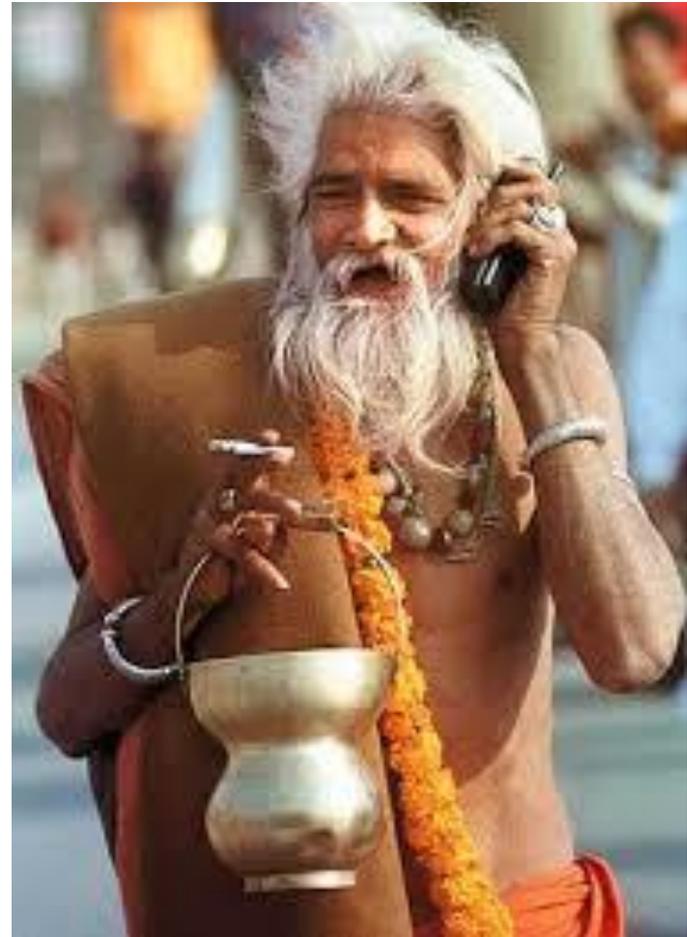


Marketing's Change in Focus

- **1940-50s Product orientation**
- **1960-70s Customer orientation**
- **1980-90s Branding orientation**
- **2000-10s Value and values orientation**
- **2010- Co-creation and crowdsourcing orientation**

On Using Communications Effectively

- **The new media must be blended with the old media in a mutually reinforcing way.**
- **Companies like P&G say that 25-35% of their budget now goes into new media. I think that it will go to 50:50.**
- **Companies have to get better at search engine optimization (SEO)**
- **Be aware that Big data requires a dramatic change in skills, leadership, organizational structures, technologies and architectures.**





**“This time like all times is a good one,
if we but know what to do with it.”**

Ralph Waldo Emerson

THANK YOU!