## **Table of contents**

## Part A - Theory and processing

Chap	ter 0 Getting acquainted with marketing and communication activities	13
0.1	Introduction	13
0.2	Objectives	13
0.3	Business marketing	13
0.4	Marketing and communication	16
0.5	Changes in the commercial field	20
0.6	Customer satisfaction	23
0.7	Terms	27
8.0	Final assignment	28
Chap	ter 1 Inventorying wants and needs (W1)	29
1.1	Introduction	29
1.2	Objectives	29
1.3	Target	29
1.4	Customers' wants and needs	32
1.5	Market research	33
1.6	Primary and secondary research	38
1.7	Qualitative and quantitative market research	40
1.8	Data collection methods	41
1.9	Terms	48
1.10	Final assignment	50
Chap	ter 2 Performing marketing and communication activities (W2)	51
2.1	Introduction	51
2.2	Objectives	51
2.3	Marketing planning process	51
2.4	Marketing objectives	56
2.5	SMART objectives	57
2.6	Components of a marketing plan	59
2.7	Marketing tools (marketing mix)	61
2.8	Marketing tool promotion: commercial communication	63
2.9	The message	66
2.10	Content of the message	68
2.11	Form of the message	72
2.12	Spreading the message	74
2.13	The medium	75
2.14	Terms	88
2.15	Final assignment	89
Chap	ter 3 Performing webcare (W3)	91
3.1	Introduction	91
3.2	Objectives	91
3.3	Webcare = online customer service	91
3.4	What social media tools should you use?	93
3.5	Communicating through social media	94
3.6	Objectives: quantitative and qualitative	98
3.7	Webcare and organization	102
3.8	WhatsApp, text and live chat, and email etiquette	105
3.9	Terms	109
3.10	Final assignment	110

## Part B - Practical assignments

Practice assignment 1 B2B relationship management Practice assignment 2 Context-free internship assignment	113 129
Part C - Skill assignments	
Skill assignment 1 WhatsApp, texting, live chat and email etiquette Skill assignment 2 Email etiquette for getting in touch with a prospective client	137 141