Column 8 Family: Marketing Programs

Expands column 8 of the Periodic Table of Marketing Strategy, Version 1.0. 32 constructs in 7 families across the parent's 7 eras, plus 7 open positions. Outlined spine cells are the parent's own cells and keep their parent symbol and number.

Each cell: satellite number, influence pips (within the stream), block code, then symbol, construct, and anchor works (alphabetical).

FC Formulation, content · **FP** Formulation, process · **IC** Implementation, content · **IP** Implementation, process · **IN** Inputs: resources and assets · **OUT** Outputs: performance · **ENV** Environment and context

■■■ landmark ■■□ major ■□□ emerging or specialized · open position · parent spine cell

A · CONCEPT AND INTEGRATION | B · STRATEGIC QUESTIONS | C · INSTRUMENT STRATEGIES

	1 Mix Concept and Integration	2 Allocation and Budgeting	3 Response and Elasticities	4 Long-Term and Dynamic Effects	5 Synergy Across Instruments	6 Pricing Strategy	7 Advertising and Promotion Strategy
PERIOD **1** Foundations 1950s to 1969	S1 ■■■ IC **Mx** Marketing Mix Borden, 1964; McCarthy, 1960 = P6, column 8	S2 ■■■ FP **Vw** Sales Response to Advertising Vidale and Wolfe, 1957		S3 ■■□ OUT **Ca** Cumulative Advertising Effects Palda, 1964		S4 ■■■ IC **Np** New Product Pricing Policies Dean, 1950	
PERIOD **2** Planning 1970s		S5 ■■□ FP **Dk** Decision Calculus Little, 1970; Lodish, 1971 = P16, column 8	S6 ■■□ ENV **Lb** Advertising Competition and Market Conduct Lambin, 1976	S7 ■■■ OUT **Du** Duration of Advertising Effects Clarke, 1976		S8 ■■□ FP **Dp** Price Decision Structure Oxenfeldt, 1973	
PERIOD **3** Competitive Advantage 1980s	S9 ■■□ IC **Rj** Rejuvenating the Marketing Mix Shapiro, 1985	S10 ■■□ FP **Sr** Sales Resource Allocation Models Zoltners and Sinha, 1980	S11 ■■■ OUT **Eg** Elasticity Generalizations and Overadvertising Aaker and Carman, 1982; Assmus, Farley, and Lehmann, 1984; Tellis, 1988		S12 ■■□ IC **Mi** Marketing Interactions Gatignon and Hanssens, 1987	S13 ■■□ IC **Pr** Pricing Strategy Nagle, 1987; Rao, 1984; Tellis, 1986 = P30, column 8	S14 ■■□ IC **Pl** Price Deals Evaluation Blattberg, Eppen, and Lieberman, 1981
PERIOD **4** Orientation and Relationships 1990s	S15 ■■□ IC **Fp** 4P Classification Revisited van Waterschoot and Van den Bulte, 1992	S16 ■■■ FP **Ar** Allocation Rules and Profitability Doyle and Saunders, 1990; Mantrala, Sinha, and Zoltners, 1992	S17 ■■■ OUT **Hw** How Advertising Works Lodish et al., 1995; Vakratsas and Ambler, 1999	S18 ■■□ IC **Lt** Long-Term Mix Effects Dekimpe and Hanssens, 1995, 1999; Mela, Gupta, and Lehmann, 1997 = P45, column 8		S19 ■■□ IC **Vp** Power Pricing Dolan and Simon, 1996	S20 ■■■ IC **Pn** Sales Promotion Strategy Blattberg and Neslin, 1990
PERIOD **5** Assets and Accountability 2000s	S21 ■□□ IC **Mr** Mix Revisited Constantinides, 2006		S22 ■■■ OUT **Px** Price Elasticity Determinants Bijmolt, van Heerde, and Pieters, 2005	S23 ■■■ OUT **Lp** Long-Term Promotion Effects Nijs et al., 2001; Pauwels, Hanssens, and Siddarth, 2002	S24 ■■□ IC **Sy** Mix Synergy Naik and Raman, 2003; Naik, Raman, and Winer, 2005 = P63, column 8	S25 ■■□ IC **Vb** Value-Based Pricing Hinterhuber, 2004	S26 ■■□ IC **Ea** Effective Advertising Tellis, 2004
PERIOD **6** Engagement and Networks 2010s	S27 ■■■ IC **Ig** Integrating Marketing Communications Batra and Keller, 2016	S28 ■■□ FP **Db** Dynamic Budget Allocation Fischer et al., 2011	S29 ■■□ IC **Ae** Advertising Elasticity Sethuraman, Tellis, and Briesch, 2011 = P81, column 8	S30 ■■□ OUT **Ls** Long-Term Strategy Effects Ataman, van Heerde, and Mela, 2010	S31 ■■□ IC **Ch** Channel Effectiveness Comparison Danaher and Dagger, 2013	S32 ■■□ ENV **Pq** Pricing Strategy Review Kienzler and Kowalkowski, 2017	
PERIOD **7** Frontier 2020s	open position **?** *Integration across AI-managed channels*	open position **?** *Allocation by algorithms*	open position **?** *Mix response under privacy limits* = column 8 open position	open position **?** *Long-term effects of algorithmic marketing*	open position **?** *Synergy among automated instruments*	open position **?** *Algorithmic and dynamic pricing strategy*	open position **?** *Advertising strategy in generative media*

How to read. Rows, block colors, and tier marks follow the parent table; tiers are judged within the stream. Down a column follows one family through time; across a row shows what the stream studied in an era. Spine cells may carry added anchors under the satellite's inclusion rule, which admits the stream's own journals and the outlets in which its defining statements appeared.

Placements, anchors, and tiers are editorial judgments, and anchors are entry points rather than a complete record of any stream. Anyone who uses or adapts this table is responsible for verifying its contents against the original works.

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