Julian Sotelo

MKTG 100s

Assignment 1

**1) Contrast your prior perceptions of marketing with the marketing overview in Chapter 1. Were your perceptions accurate? How would you describe marketing now?**

My previous perceptions of marketing were pretty similar to the content chapter one outlines. In my words, marketing is the bridge between the seller and a buyer. The book outlines marketing as the activity set by institutions to create, deliver, and exchange offerings. I believe marketing now is the same as it was before except with the gain of new technology, it has evolved to something very prevalent in everyone’s life.

**2) What are the differences between the four marketing management philosophies?**

Production Orientation focuses on the product itself rather than the sales part. It is different because it forces organizations to critique products to their own liking. More differently, Sales Orientation is based on the belief that people will buy more goods and services if aggressive sales techniques are used and that high sales result in high profits. The Market Orientation concept is very different from Sales Orientation because it assumes that a sale does not depend on aggressive marketing strategies but rather on the customer’s decision to purchase the product. Societal Marketing Orientation focuses on what society perceives as value, an example of this is climate change. With climate change, Societal Marketing Orientation keeps society’s long-term interests in mind when advertising clean products.

**3) Consider a purchase you made recently. Considering the textbook's definition of customer value, how did you determine the value of the good or service that you purchased?**

I recently purchased a book called “Invested” by Danielle Town. I heard from a friend that this book was a must read and had plenty of knowledge that everyone should know. Through word of mouth and research, I found that this book was worth the purchase. The book costs $17 and I believe it is worth its cost thus it provided good customer value.

**4) Search the web and online business publications to find a company that has either very high or very low customer satisfaction. What factors contribute to its customer satisfaction levels?**

After doing research on companies that have the lowest American Consumer Satisfaction Index (ASCI) I found that T-Mobile ranks among the lowest. T-Mobile is said to have terrible customer service call centers, slow data speed, and limited range plans available. This is true because I use T-Mobile as a provider and can attest that these flaws are true. The biggest realization is that companies should really put the customer’s intentions first, and fix the data speed issues at the very least.

**5) Of the reasons listed for "Why Study Marketing?," which is the most compelling to you and why?**

The most compelling reason to study marketing is the fact that is prevalent in my everyday life. On average we see around 52 ads per day as a consumer. Therefore, having the right knowledge to navigate the mind of a consumer is vital to be successful in marketing. Also, I have the technical skills necessary to stay up to date on current methods like social media marketing. I believe I have the knowledge to do that and perform my marketing skills for the use for good, such as for non-profits.