



Marketing

MKTG 1310

1.1

Marketing: Basics



Agenda

- Introduction to the course
- What is marketing

Introduction to the course

- Your instructor – Preetinder Kaur (Preeti)
 - Education
 - Professional experience
 - Teaching



Introduction to the course

- Communication
 - Email: pkaur@uwindSOR.ca
 - Office: 326, OBB
 - Teams
 - Class hours: TR 1:00 PM – 2:20 PM
 - Office hours: T 11:00 – 1:00 PM (By appointment)



Introduction to the course

- Course materials
- Course objectives
 - By the end of this course, you will be equipped with the knowledge and practical skills to develop and execute successful marketing campaigns that drive traffic, engage audiences, and achieve your business objectives. Join us and embark on your journey towards becoming a proficient marketer in today's digital era.

Introduction to the course

- Assessments

WHAT	FREQ	WORTH	TOTAL
Presentations	1	10	10
Class assignments (Thur)	10	3	30
Quizzes (Jun 4, July 16)	2	15	30
Exam	1	30	30



Introduction to the course

- Some ground rules
 - Late assignments: deduct 50%
 - Late quizzes: deduct 50%
 - Final class average: 60 to 72.9%

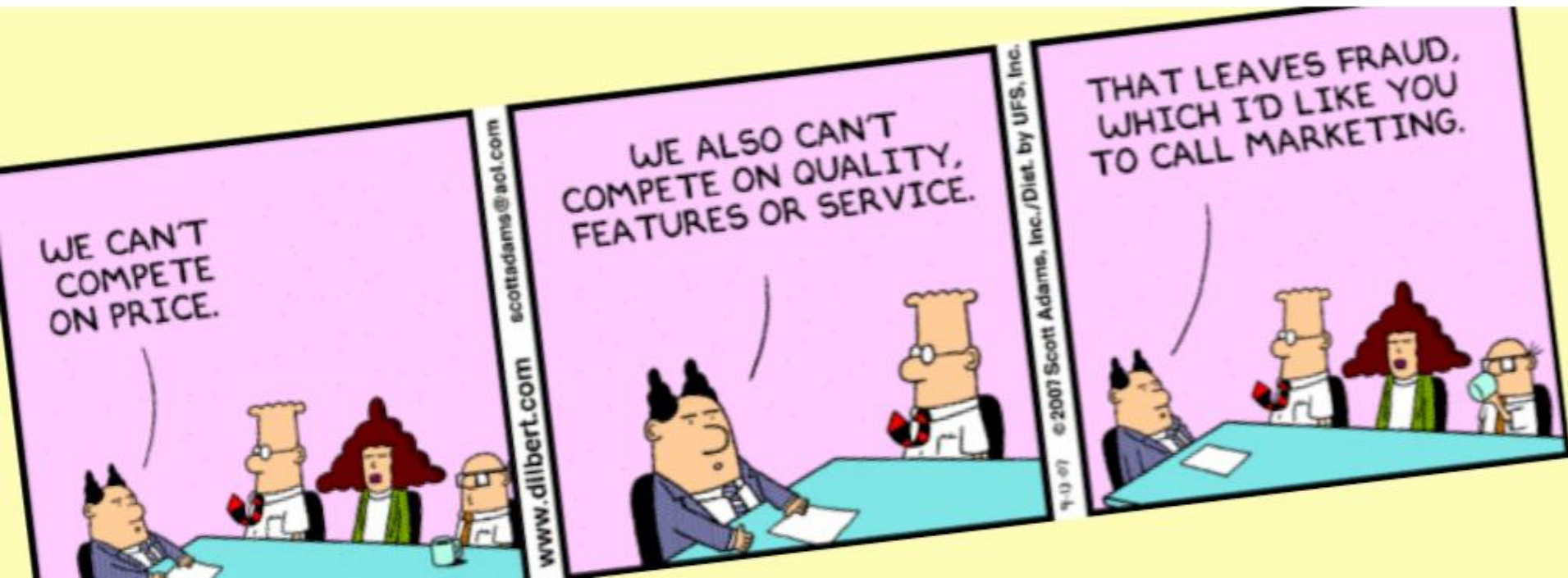


What is Marketing

- Marketing is the activity, set of institutions, and processes for creating, capturing, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. (American Marketing Association, 2017)

What is Marketing

- Common perceptions: advertising, deception, not for everyone, one-time, only for profit, customer equality



What is Marketing

- Brief history of marketing
 - Product orientation
 - Selling orientation
 - Marketing orientation
 - Societal marketing orientation
 - Relationship orientation (Now)

What is Marketing

- Brief history of marketing
 - ***Product orientation 1850s --> even now***
 - Selling orientation
 - Marketing orientation
 - Societal marketing orientation
 - Relationship orientation (Now)
- Production, manufacturing, and efficiency
- Attain economies of scale and economies of scope
- Assume demand > supply
- "Supply creates its own demand" (Say's Law)
- Research limited to technical-product research
- Minimal promotion or marketing communication

What is Marketing

- Brief history of marketing
 - Product orientation
 - ***Selling orientation 1920s (Great Depression) --> even now***
 - Marketing orientation
 - Aggressive push strategy
 - Accepting every possible sale
 - Strong transactional focus
 - Typically unsought goods
 - Societal marketing orientation
 - Relationship orientation (Now)

What is Marketing

- Brief history of marketing
 - Product orientation
 - Selling orientation
 - ***Marketing orientation 1950s --> even now***
 - Societal marketing orientation
 - Relationship orientation (Now)
- Understand customer's needs, wants and behaviors
- Marketing efforts in tune with the customer
- Extensive market analysis and product testing

What is Marketing

- Brief history of marketing
 - Product orientation
 - Selling orientation
 - Marketing orientation
 - ***Societal marketing orientation 1972 --> even now***
 - Relationship orientation (Now)
- Balance commitments to groups and individuals (customers, other businesses, employees and investors).
- Include social, environmental and ethical considerations

What is Marketing

- Brief history of marketing
 - Product orientation
 - Selling orientation
 - Marketing orientation
 - Societal marketing orientation
 - ***Relationship orientation (Now) 1990s onwards***
- Focus on seller-buyer relationship
- Investment in the lifetime of relationships rather than single transaction
- Orientation on product benefits and/or customer value
- Better customer service, commitment, and contact

What is Marketing

- Important terms: B2C/B2B/B2G/C2C
- Major areas of marketing
 - Consumer behavior: psychology, sociology, anthropology
 - Strategy: economics, management, HR, political science, law
 - Quantitative: data science, mathematics, econometrics, neuroscience

What is Marketing

- Nike's "Just Do It"
 - Emotional connection with its audience
 - Connected meaningful stories to its core values, like motivation, inspiration, and healthy living



What is Marketing

- Apple's 1984
 - The hammer's symbolism represents the individual's power to break free from conformity and the establishment

