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Strategic Marketing

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Personal Learning and Applications from Myths of Marketing

With the business realm constantly changing and evolving marketing has also undergone changes to stay relevant in the current competitive market. With all of these changes, marketing has become misunderstood and miscommunicated leaving many individuals believing in myths, fallacies, and falsehoods. Upon reading through the book, *Myths of Marketing: Banish the Misconceptions and Become a Great Marketer* by Grant Leboff, I have made some discoveries about marketing that I would like to carry with me into my personal career. Even if I do not choose or ever work in a marketing position I still believe these discoveries to be beneficial in other areas or aspects of my life and career.

# Chapter 2: Marketing is Just Communications

Most of my formal education in the School of Business at Cairn University has been about communications. Communication is an important aspect of every segment of the business realm. However, I personally would always struggle when it would come down to showing or creating value for the consumer. This was the second class in which we worked with the Marketer’s Toolbox and the 4 Ps of Product, Place, Price, and Promotion and it has aided my understanding of how value is created and presented to the customer. However, the author’s use of the CAVE acronym in this chapter truly caught my attention as it facilitates a more three-dimensional view of a given product or service.

Today, consumers have a plethora of choices when it comes to products and services. Also, by living in a developed country, capitalism creates more emotional desires than an actual physical need for such products and services. Therefore, I agree with the CAVE acronym that Grant Leboff goes through in this chapter. C is for communication, as most business interactions are focused on clear concise promotion, communication for marketing should specifically create value for the audience. A is for access, as we live in an omnichannel world it is important to assess people’s access to a product or service. It is much less restricting than that of Place in the original 4 P’s. V is for value, which is to encompass factors other than simply price. Time, effort, maintenance, and ownership all should be considered when looking into the value that a product or service contains. Lastly, E is for Experience. We live in an experience society in the United States, so part of the appeal and value that consumers derive is from how and what they feel. Emotions play heavily into our buying decisions and habits. So, in order to understand how to market to consumers effectively, values and experiences are important to understand and consider. Marketing is not just communications and I always want to remember this and apply it. I may not even work in a marketing position, but I still do not want to take for granted the skills and abilities those individuals have. I also feel that there are many businesspeople today that do not take the emotional aspect into account when they review the choices of the marketing department and I do not want to be one of those individuals.

# Chapter 3: Sales and Marketing are basically the same thing.

I have heard this myth spoken out loud before by an individual I respected. However, in saying that sales and marketing are basically the same thing almost all of my respect was lost for this individual and their knowledge. It is true that communication is the factor in which these two aspects have in common, however, it is belittling on both parties to say that they are the same thing. Personally, after understanding what it means to have skills be belittled by others, I do not want to do this to other people. Therefore, understanding what is different between sales and marketing matters.

Marketing focuses its efforts on communications to the marketplace, as sales focus their communication on a person-to-person basis. Marketing is representing the brand, while sales represent the business. So often customers need the guidance and understanding of a sales representative in order to make a secure purchase decision. Whereas this is not a part of the marketing scope. The scope of marketing is more of the bigger picture with a wide broad lens, that attracts a large, segmented group of consumers to show interest in purchasing a good or service. Sales focus on a smaller individual basis. They help to secure the transaction with person-to-person interaction. The skills and tactics that they enforce are very different than that of the brand-to-person interaction that occurs on the marketing level. Therefore, I personally never want to belittle either side’s skills by saying that sales and marketing are the same things. Also, I do not desire to work for anyone or a business that believes that sales and marketing do the same things.

# Chapter 19: The Focus of Marcom should be a Company’s Products or Services

Again, today’s marketing is about generating value for potential customers. Surprisingly enough it can be achieved without the focus being based solely on the products or services that they provide. As the markets of today become increasingly filled with products and services people want to be helped closer to their final destination than being plowed over with tons of information about a company, business, or product. As I begin my search for a career, I want to keep in mind that people’s time is valuable. I feel that as we have entered a state of seemingly infinite marketing channels, businesses have forgotten that consumer’s time is valuable. Therefore, “oversharing” hurts business by not creating value for potential customers. Secondly, I want to also remember that people are social and need to be heard, not just in feedback surveys, but in their experiences. This not only helps to build rapport with customers but also provides for experiential stories to be shared which in turn can help to promote a product or service. I think that these lessons for me not only came from reading this chapter but also from the simulation and creating ads. I kept trying to include and force too much information, and people were just not reacting. I needed to focus on the experiential followed a few benefits. Therefore, I want to keep in mind that not all marketing is directly about the products and services.

# Chapter 20: We are operating in a Service Economy

Moving into a career I do not want to have a pattern of thinking that sets limits on success. I also do not want to work for a business or company that is doing the same thing. People today are about the experience rather than just looking for the best price or better service. Therefore, it is a myth that today we exist and are operating in a service economy. People are three-dimensional and they desire the emotion that accompanies a purchase. Hence why we have things like escape rooms and themed hotels/restaurants. In order to be able to compete and thrive in the newest shift of economies one has to realize and embrace the shift. I do not want to be a part of a company that does not possess the ability to recognize and embrace this shift.

# Chapter 22: I Instinctively Understand my Customer

One quote from this chapter that stood out to me was “Success is not dependent on how similar the hire is to the marketplace they are targeting, or on their previous experience in the sector” (pg.167-168). This was encouraging to me as I have a variety of experiences that do aid to my understanding and skill set; however, they really do not create my success in my future career. One personal goal that I hold for myself is to be a well-rounded individual. This ensures that I, a cautious and anxious person, will have to take on new challenges and experiences. However, these experiences do not account for the success in my future. I also need to keep in mind that through these experiences, I cannot assume and use hunches to base my work upon. We all know people who claim to be an “expert” in something that they have only done once. I do not want to be one of those people. I want to be the kind of person not just at work but also in my life that listens well and is able to empathize with others. Only then can my marketing orientation mindset be accomplished.

# CONCLUSION

I enjoyed reading this book on the myths of marketing. I have learned much about how experience and emotions play a role in successfully marketing and having a product or service provide value to the consumer. Marketing casts a wider scope than that of Sales and each have unique skill sets that allows them to perform on such levels. In order to be successful, my marketing should not be based upon my own experiences and hunches but instead on the emotions and experiences that the customer desires. Even if I do not end up in a marketing position, I still want to understand what and how marketers do their job so that I can be an aid instead of a hindrance.

Works Cited

Leboff, Grant. *Myths of Marketing: Banish the Misconceptions and Become a Great Marketer.* Kogan Page, 2020.