

Principles of Marketing class introduced me into the world of marketing. This class focused on the marketing process and examines the range of marketing decisions that an organization must make in order to sell its products and services. It teaches us that the focus of marketing has always been on the consumer. Marketing is an understanding of how to communicate with the consumer and is characterized by four activities: creating products and services that serve consumers, communicating a clear value proposition, delivering products and services in a way that optimizes value, and exchanging value for those offerings.

Marketing is often mixed with advertising but in reality, advertising is just one way of marketing. Advertising is a process where firms and companies determine on which products to offer, how to price those products, and whom their target market are. In this class, we were also taught to question ourselves when learning about how to market for a product. One of the things I liked in this class was the applications of marketing. Each student had to present two applications of marketing that is currently taking place. Some of the students presented about Superbowl ads whereas some talked about sports merchandise.

I chose to do my first application on the advertisement of Samsung phones where the advertisement showed the differences between Samsung phones and iPhones. It is very important for a company to know their competitors and it is very risky for a company to advertise their products by comparing themselves to their rivals. However, this specific ad was designed very carefully and smartly where they were comparing themselves as well as showed why their product was better.

Another application I did was the Heinz Mayochup poll where the company, Heinz, created a Twitter poll where people were asked if they would like a fusion sauce of mayonnaise and ketchup. I found this marketing tactic to be well thought of. This is the age of social media and

Heinz used it to leverage their decision making in introducing a new product. All they had to do was create a poll where people from anywhere could choose if they wanted the fusion sauce or not without spending a dollar of their marketing budget.

Social media was one of the marketing tools we learnt in class. Social media is highly used by everyone across the globe. In class, we worked in groups focusing on one of the many major social media platforms and the advantages it provided as a marketing tool. We chose to work on YouTube and found that it was an excellent platform for both small and big business to market to wide variety of audience. We realized that YouTube was not only a great promotional tool, but businesses are able to use their videos to create trust, authority and recognition by creating a personalized channel.

As we worked on this project, we realized that YouTube was much more than a platform to post videos, rather it was a tool that helps businesses reach a wide range of their customers with the ability to choose what market they want to target. Overall, this class was very interesting to me as we had real life applications embedded into our chapters that made understanding marketing much easier.