**Marketing**

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**#: \_\_\_\_\_\_\_\_ Period: \_\_\_\_\_\_\_**

**1.01: UNDERSTAND MARKETING’S ROLE & FUNCTIONS IN BUSINESS**

a. Define the following terms: marketing and marketing concept.

b. Identify marketing activities.

c. Categorize items that are marketed.

d. Explain where marketing occurs.

e. Explain the elements of the marketing concept.

g. Describe ways in which consumers and businesses would be affected if marketing did not exist.

h. Explain how marketing benefits our society.

i. Define the following terms: channel management, marketing-information management, pricing, product/service management, promotion, and selling.

j. Explain the purposes of each marketing function.

k. Describe the importance of each marketing function to marketing.

l. Explain the interrelationships among marketing functions.

**1.01**

**Marketing**: Process of planning, pricing, promoting, selling, & distributing ideas, goods, and services to create exchanges that satisfy customers. Links the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Identify Marketing Activities: Complete the table below based on the notes given.**

|  |  |  |  |
| --- | --- | --- | --- |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Pricing** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Place** |
| Write, Implement, & Evaluate plans so that effective marketing can occur. | Making a PROFIT is the #1 Goal | Capture the customers attention & generate demand.  Accomplished through advertising, personal selling, publicity and sales promotions. | **(Both online & off)** |

**Items that can be marketed include:**

Durable Goods (e.g. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) Nondurable Goods (e.g. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

**Services** **Organizations**  **Events** **Places** **Ideas** **People** (e.g. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

**Marketing occurs wherever people are.**

**Marketing Concept:** The philosophy of conducting business that is based on the belief that all business activities should be aimed toward satisfying consumer \_\_\_\_\_\_\_\_\_\_\_ and\_\_\_\_\_\_\_\_\_\_\_\_\_ while achieving company \_\_\_\_\_\_\_\_\_\_\_\_.

*\*The idea is to make people happy while generating a profit.*

**Three Elements of the Marketing Concept:**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Orientation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
   * Finding out what customers want and producing those products the way they want them
2. Company \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: **Do it Better.**
   * Make/price the product better than the competition’s model.
3. Company \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: **Do it with success in mind.**
   * Maintain your firm’s purpose while you apply the marketing concept.

**How does Marketing Benefit our Society**

1.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Seven functions of Marketing**

**Create a foldable chart that contains a flap with the term, definition, and example on each.**

**What are the interrelationships among Marketing Functions?**

* **Can’t forget to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ even if you have a great product**
* **Can’t forget to have a sufficient \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of those great products in stock for an upcoming sale**
* **Can’t forget to set \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that are competitive and attract customers**
* **Forgetting any of these \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ means your marketing effort won’t be as effective.**

**Assignment: Understanding the Seven Functions of Marketing**

* Choose any company & illustrate their use of the seven functions through comic strips
* Label each comic with the function you are demonstrating
* Make sure that the picture you use clearly expresses the function you chose.
* You will turn in a total of seven comics. The scenes do not have to relate but they need to take place within the same company