

Chapter 1

Overview of Marketing

Tools for Instructors

- Chapter Overview
- Brief Chapter Outline
- Learning Objectives
- Extended Chapter Outline
- PowerPoint Slides
- Additional Resources
- Connect Application Exercises

Chapter Overview

In this chapter, the goal is to provide an overview of marketing and encourage students to think about the specific aspects of the marketing mix.

Brief Chapter Outline

What Is Marketing?

The Importance of Marketing over Time

How Does Marketing Create Value, and How Do Firms Become More Value Driven?

Learning Objectives

LO1-1 Define the role of 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. Marketing strives to create value in many ways. If marketers are to succeed, their customers must believe that the firm's products and services are valuable; that is, they are worth more to the customers than they cost. Another important and closely related marketing role is to capture value of a product or service based on potential buyers' beliefs about its value. Through communications, marketers educate and inform customers about the benefits of their products and services and thereby increase their perceived value. Marketers facilitate the delivery of value by making sure the right products and services are available when, where, and in the quantities their customers want. Better marketers are not concerned about just one transaction with their customers. They recognize the value of loyal customers and strive to develop long-term relationships with them.

LO1-2 Detail the evolution of marketing over time.

Marketing has evolved from a production or sales-oriented approach, in which firms told people what they could and should buy, to a market- and value-oriented perspective. In this more recent view, firms look to their markets to tell them what they need to produce and provide, in a way that creates value for them and their customers. Most modern firms, having established value as their primary goal, are turning to technology to augment that value.

LO1-3 Describe how marketers create value for a product or service.

Value stems from at least four main activities that value-driven marketers undertake and are reinforced throughout the book:

- Adding value, such that they leverage various elements of marketing and work to build relationships with partners and customers to ensure that they introduce their product, service, or idea to the marketplace at just the place and time that customers want it.
- Marketing analytics and AI, which companies use to gather vast amounts of information about customers and competitors, and then analyze it and share it across their own organization and with partner firms.
- Social and mobile marketing, to take advantage of new technologies and connect with customers using the latest social media channels.
- Ethical and societal dilemmas, such that firms engage in conscious marketing that takes into account the benefits and costs of their actions for all stakeholders.

Extended Chapter Outline

I. What Is Marketing? (PPT 1-5)

- A. Marketing Is About Satisfying Customer Needs and Wants (PPT 1-6 and 1-7)
- B. Marketing Entails an Exchange (PPT 1-8)

Adding Value 1.1: Ensuring the Pepsi Generation Is Also the Next, and the Next, and the Next Generation: The Starry Brand Rollout Pepsi strategically targets each new generation to ensure each generation of consumers regards itself as the Pepsi Generation. Pepsi decided to target Gen Z by reformulating Sierra Mist into a new lemon-lime cola designed to appeal to younger consumers. It has comparatively low sugar levels to appeal to more health-conscious cola drinkers, and it uses bright, bold packaging that is designed to have an “Instagrammable” look. The marketing plan relies heavily on social media to reach young consumers who exhibit a tendency to reject existing, tired brands.

- C. Marketing Creates Value through Product, Price, Place, and Promotion Decisions (PPT 1- 9 and 1-10)

Social and Mobile Marketing: Data for Sale! Get My Personalized Data for Sale! discusses how increased regulations regarding personal data have led to new platforms like Caden, which allows users to download their personal data and charge a fee to companies that wish to access the data.

1. Product: Creating Value (PPT 1-11)
2. Price: Capturing Value (PPT 1-12)
3. Place: Delivering the Value Proposition (PPT 1-13)
4. Promotion: Communicating the Value Proposition (PPT 1-14)

- D. Marketing Can Be Performed by Individuals and Organizations (PPT 1-15)

- E. Marketing Affects Various Stakeholders (PPT 1-16)

Ethical & Societal Dilemma: Marketing Designed to Discourage Purchases: Patagonia's Unusual Approach to Being a Responsible Company highlights how Patagonia's long-term commitment to sustainability has led to its revolutionary decision to donate 100 percent of its profits to fighting the climate crisis. Patagonia strives for sustainability in its supply chain and in its marketing, but its CEO reiterates that the company remains "unapologetically a for-profit," because those profits serve its environmental mission.

✓ **Progress Check:** Several questions are offered for students to check their understanding of core concepts. (PPT 1-17)

1. *What is the definition of marketing?*

Answer: 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.

2. *Marketing is about satisfying _____ and _____.*

Answer: Marketing is about satisfying needs and wants.

3. *What are the four components of the marketing mix?*

Answer: The four components of the marketing mix are product, place, price, and promotion.

4. *Who can perform marketing?*

Answer: Both individuals and organizations can perform marketing as marketing can entail B2C, B2B, and C2C.

II. The Importance of Marketing Over Time (PPT 1-18)

- A. Production-Oriented Era
- B. Sales-Oriented Era
- C. Market-Oriented Era
- D. Value-Based Marketing Era (PPT 1-19)
- E. Technology-Augmented Era (PPT 1-20)

✓ **Progress Check:** The following question is offered for students to check their understanding of core concepts. (PPT 1-21)

2. *What are the various eras of marketing?*

Answer: The eras of marketing include the production-oriented era, sales-oriented era, market-oriented era, value-based era, and technology-augmented era.

III. How Does Marketing Create Value, and How Do Firms Become More Value Driven? (PPT 1-22)

- A. Adding Value (PPT 1-24)
- B. Marketing Analytics & AI (PPT 1-25)
- C. Social & Mobile Marketing (PPT 1-27)

Marketing Analytics & AI: Google Leverages AI discusses Google's AI inventory tool, which uses cameras to assess shelf inventory in retail stores. Although the tool hypothetically allows for greater accuracy in monitoring inventory and makes employees' jobs easier and more efficient, tests of the tool offer mixed results.

Social & Mobile Marketing: MasterClass Leverages Its Experts and Their Expertise highlights the marketing strategies used by MasterClass, which offers educational programs. MasterClass attracts customers by using celebrity teachers whom potential customers already admire and trust and through online search keywords. MasterClass appears on the first page of many seemingly generic searches, and it answers the question posed in the search and leads users to a related course. It also tracks clicks to identify potential consumers and then delivers ads on those users' social media feeds.

- D. Ethical and Societal Dilemma (PPT-28)

✓ **Progress Check:** Several questions are offered for students to check their understanding of core concepts. (PP 1-27)

1. *Does providing a good value mean selling at a low price?*

Answer: Value-based marketing isn't just about low price; it is also about creating strong products and services.

2. *How are marketers connecting with customers through social and mobile media?*

Answer: Marketers are steadily embracing new technologies, such as social and mobile media, to allow them to connect better with their customers and thereby serve their needs more effectively.

Ethical & Societal Dilemma 1.2: Fashion Brands' Environmentalism Sometimes Butts Up against Regulations discusses the potential conflict that occurs when multiple companies within an industry collaborate in their sustainability efforts. After multiple fashion companies joined together and released a shared vision for changes in the industry, the European Union antitrust regulators investigated them for violating rules against restrictive business practices, including price fixing. Similarly, laws in the United States can also make it difficult for companies to coordinate their environmental efforts.

Additional Resources

Place is one of the most difficult concepts for students because it is largely invisible to them as consumers. They touch hard goods, experience services, view and hear promotions, and pay for what they buy, but it can seem that products almost appear magically. One recent trend among environmentally conscious consumers is to seek out products produced within a 100-mile radius of their hometowns. Buying these products reduces costs and detrimental environmental effects by reducing emissions associated with transportation and storage. Students should visit local grocery markets, identify goods, and investigate how

far the products traveled (and by what means) to reach the store's shelves. From this experience, a rich discussion of both distribution decisions and marketing's impact on society can evolve.

To make the *eras of marketing* clear to students, divide the class into groups with each group assigned to a specific era. Ask the students to identify a business that adheres to their assigned era in terms of its business philosophy and approach. They should present the business to the class with evidence of the business's philosophy. Each brief presentation should include an assessment of whether the orientation is appropriate to the business, given its competitive environment, target audience, and positioning strategy, and if not, what orientation would be best.

Connect Application Exercises

This section summarizes each Application Exercise available with this chapter. Each summary comprises an introduction to the exercise, concept review, and follow-up activity. Associated details related to the learning objectives, activity type, Business Competency, and difficulty levels are also included. These summaries are intended to guide your course planning; perhaps you want to assign these exercises as homework or practice, before or after class. For best practices on how and when to assign these exercises, see the IM Implementation Guide at the beginning of this chapter.

Application Exercise	Type	Learning Objectives 01-		
		01	02	03
Zipcar: Creating Value in the Marketplace	Case Analysis	X	X	X
The Marketing Mix: Travel Goods and Services	Multiple Choice	X		
Jeans	Video Case	X	X	
Value: The Bottled Water Industry	Video Case	X	X	
Delivering Value at Red Mango	Video Case	X	X	
Dunkin' Donuts: Delivering on the Brand Promise	Video Case	X	X	
From Beans to Pralines: The Global Chocolate Market	Case Analysis	X	X	X
Making a Market: Vosges Haut-Chocolat	Video Case	X		X
ISeelt: Value Creation Through the Marketing Mix	Video Case	X		
Marketing at The Gluten Free Bar (GFB)	Video Case	X	X	X
A Flood of Water Consumption Choices	Case Analysis	X		
Verneek: Using AI to Refine Marketing	Video Case	X		X

ZipCar: Creating Value in the Marketplace

- **Activity Type:** Case Analysis
- **Learning Objectives:** 01-01, 01-02, 01-03
- **Difficulty:** Medium
- **Activity Summary:** This case describes Zipcar's operations, focusing on how it creates value. Students answer questions relating the case to chapter concepts.

Activity

- **Introduction:** Nearly a decade ago, the founders of Zipcar decided to bring the car-sharing experience to the United States. Since then, Zipcar has developed the gold standard by offering its members 24/7 access to thousands of cars around the world and creating a revolution in the way many people think about alternate transportation.
- Understanding the marketplace, and especially consumers' needs and wants, is fundamental to marketing success. Marketing focuses on creating value for customers, clients, partners, and society at large.

Follow-up Activity

Zipcar has a special program targeted at universities. Ask the students the following questions:

- How might students' wants and needs differ from those of Zipcar customers in general?
- What kind of marketing (B2C, B2B, C2C) is Zipcar engaging in when it works with universities to get Zipcar locations approved on campus?

- How can Zipcar create value for university administrators, such that they would be interested in having Zipcar locations on campus?

After discussing these points, visit the Zipcar website and look at the “Zipcar for universities” tab. Select a university and note the three columns addressing how Zipcar creates value for three different audiences: alumni, students, and faculty and staff.

The Marketing Mix: Travel Goods and Services

- **Activity Type:** Multiple Choice
- **Learning Objectives:** 01-01
- **Difficulty:** Medium
- **Activity Summary:** The student is presented with eight marketing activities performed by two travel companies—one that manufactures products, and one that offers services. Students are asked to classify the activities according to both the marketing mix element and the product type (goods or services) it represents.

Activity

- **Introduction:** One of the core aspects of marketing is to create value for customers. Marketing traditionally has been divided into a set of four interrelated decisions known as the marketing mix, or four Ps: product, price, place, and promotion. Two travel-oriented companies—one a producer of goods, the other a service provider—have different marketing mixes.
- The goal of this activity is to recognize that companies make different marketing mix decisions to offer value. In this activity, you will categorize a set of statements about each company's marketing activities according to the four Ps (product, price, place, and promotion).

A sentence of explanation is offered for each of the rectangles to the left when the student rolls the mouse pointer over it.

Follow-Up Activity

- In small groups, have students select a company/brand from which they buy products or services. Then, have them fill in examples of marketing activities that fit into each of the four Ps.

Jeans

- **Activity Type:** Video Case
- **Learning Objectives:** 01-01, 01-02
- **Difficulty:** Medium
- **Activity Summary:** This video case discusses the market for blue jeans, with its wide price range and many different sets of customer needs and wants. After the video ends, students are asked questions about the video and related course concepts.

Activity

- **Introduction:** Marketing involves satisfying the needs and wants of consumers. However, not all consumers have the same needs and wants. The marketing of blue jeans is a good example of how marketers develop a different marketing mix to suit the needs of different consumers.
- First invented in the United States, blue jeans represent everything American. How blue jeans went from their humble beginnings to the height of high fashion is a marketing success story. There are dozens of brands, ranging from the \$10 pair to the \$1,000 pair, with numerous offerings between the two extremes to meet the needs of every type of consumer. Marketers must understand what consumers value in order to manage the marketing mix to deliver the right set of benefits to different consumers.
- **Video:** The video is presented to the student below the introductory information. The video plays embedded on the page, after which questions are presented.

Follow-Up Activity

In groups or individually, ask students to:

1. List all the brands of jeans they can think of, from basic discount brands to the hip designer brands.
2. Use the Internet to find typical prices for a pair of jeans in each brand.
3. Enter the prices into a spreadsheet and generate a scattergram of the prices. (You can use options to have each point labeled by its brand name.)

Then discuss: How could this scattergram be useful to marketers of each brand? Possible answers:

- It shows the overall price range so a brand can tell if its price is unusually high or low.
- It MIGHT indicate which brands are competing head-to-head (the ones whose dots on the scattergram are closest together), though it's important to note that pricing is only one dimension on which brands can be similar or different. They may be targeting different age or size ranges, or aiming to establish different brand images.

Value: The Bottled Water Industry

- **Activity Type:** Video Case
- **Learning Objectives:** 01-01, 01-02
- **Difficulty:** Medium
- **Activity Summary:** This video case traces the evolution of the bottled water industry. After the video ends, students are asked questions about the video and related course concepts.

Activity

- **Introduction:** Bottled water companies create value for customers even though they sell a natural resource that is free and abundant. Water was first positioned as a premium product that indicated status and sophistication. Since then, soft drink companies with large distribution networks, such as PepsiCo and Coca-Cola, have marketed bottled water at lower prices.
- The American Marketing Association states that marketing is “an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.” Although marketing is a multi-faceted function, its fundamental purpose is to create value by developing a variety of offerings, including goods, services, and ideas, to satisfy customer needs.
- **Video:** The video is presented to the student below the introductory information. The video plays embedded on the page, after which questions are presented.

Hold a group discussion—or a structured debate, with students assigned to argue a particular position—on the ethics of the bottled water industry. Some potential sources:

I. Summary of the issues from environmental and clean water advocacy groups:

- <http://www.nrdc.org/water/drinking/qbw.asp>—Natural Resources Defense Council. Addresses both water safety and environmental impact.
- http://thewaterproject.org/bottled_water_wasteful—The Water Project. Details facts and concerns about the environmental cost of bottled water.

II. How bottled water brands are trying to address concerns:

- <http://www.dasani.com/dasani-water/index.html - twist>—Discusses Dasani's recycling initiatives.
- <http://www.evian.com>—Evian's website contains a page devoted to the company's sustainability actions. These actions focus on 3 pillars: packaging and recycling, source protection, and climate impact. Also, show one of the Evian Babies ads, which relate to its "Live Young" slogan. <https://www.youtube.com/watch?v=hE3HdcdZAxQ> is probably Evian's best-known ad, featuring the Roller Babies. How might this ad, with its use of babies, help to combat the view of bottled water as an unhealthy and environmentally undesirable product?
- <http://blogs.ei.columbia.edu/2009/08/11/ethical-bottled-water-companies>—Discusses strategies of Ethos water and others selling "ethical" bottled water.

Delivering Value at Red Mango

- **Activity Type:** Video Case
- **Learning Objectives:** 01-01, 01-02
- **Difficulty:** Medium
- **Activity Summary:** This video reviews Red Mango's marketing mix and its approaches to value creation. After the video ends, students are asked questions about the video and related course concepts.

Activity

- **Introduction:** Founder Dan Kim opened the first U.S.-based Red Mango in Los Angeles in 2007. He quickly expanded, and there are currently more than 200 locations in 27 states, plus a few locations outside the U.S. Red Mango has successfully combined a healthy product (frozen yogurt) with cool, fun shops to hang out in. Red Mango uses 100% all natural, non-fat or low-fat kosher, and gluten-free frozen yogurt fortified with probiotics. It has expanded its menu to include fresh fruit smoothies, parfaits, and probiotic iced teas. Red Mango was named the number one smoothie and frozen yogurt chain in America in Zagat's 2011 National Chain Restaurants Survey. The following video illustrates how Red Mango delivers superior value to customers.
- Marketing strives to create value in many ways. If marketers are to succeed, their customers must believe that the firm's products and services are valuable—that is, they are worth more than they cost. Value represents the relationship of benefits to costs. Marketers deliver value through the marketing mix (the 4 Ps): product, price, place, and promotion. Firms become value driven by sharing information, balancing customer benefits and costs, concentrating on building long-term relations with loyal customers, and creating connections with customers by using social and mobile media. To achieve this, marketers must understand customers' needs and wants. Successful marketing also requires thoughtful planning, with an emphasis on the ethical implications of any of those decisions on society in general.

- **Video:** The video is presented to the student below the introductory information. The video plays embedded on the page, after which questions are presented.

Dunkin' Donuts: Delivering on the Brand Promise

- **Activity Type:** Video Case
- **Learning Objectives:** 01-01, 01-02
- **Difficulty:** Medium
- **Activity Summary:** This video case discusses the overall strategy Dunkin' Donuts uses to build its brand and create value for customers. After the video ends, students are asked questions about the video and related course concepts.

Activity

- **Introduction:** Dunkin' Donuts has been known for its donuts for over 60 years, but the company has increased its focus on coffee, responding to the growing popularity of coffee drinks in the United States. Dunkin' Donuts has developed a strategy using the four Ps to help to differentiate it from its many competitors.
- The goal of this activity is for students to gain a better understanding of how firms develop strategies based around the four Ps.
- **Video:** The video is presented to the student below the introductory information. The video plays embedded on the page, after which questions are presented.

Follow-Up Activity

- Discuss how Dunkin' Donuts uses its strategy to differentiate itself from its major competitors in the Coffee and Breakfast marketplace. Some points to consider:
 - Dunkin' Donuts focuses on good value at a reasonable price, mixing coffee and food.
 - Starbucks focuses more on quality to justify its high price, and has a stronger focus on coffee drinks, with food available but not a primary focus.
 - McDonald's offers food at all times of the day in addition to its McCafé offerings. It has thousands of locations, and keeps a strong focus on low price and fast service.

From Beans to Pralines: The Global Chocolate Market

- **Activity Type:** Case Analysis
- **Learning Objectives:** 01-01, 01-02, 01-03
- **Difficulty:** Easy, Medium, Hard
- **Activity Summary:** Students read a case reviewing strategies adopted by different chocolate brands, and then answer questions requiring them to apply the six core aspects of marketing to what they have read.

Activity

- **Introduction:** The worldwide chocolate market is huge, with cocoa bean growers spanning three continents, processors located all over the world, and multiple chocolate brands serving the preferences of different consumers. This activity is important because it gives you a solid “big picture” view of the scope of marketing via the chocolate industry.
- The goal of this activity is to test students’ understanding of the six core aspects of marketing by applying these concepts to the global chocolate market.

Follow-Up Activity

Students might enjoy learning about Dr. Dan Ariely’s “Hershey Kiss Experiment,” in which students were offered a Lindt truffle or a Hershey’s kiss. When the truffle cost 26 cents and the kiss cost 1 cent, equal numbers of students chose each; when the truffle cost 25 cents and the kiss was free, the vast majority chose the kiss. It illustrates the power of “FREE!” and is discussed further in this article:

<https://danariely.com/the-nuances-of-the-free-experiment>.

Making a Market: Vosges Haut-Chocolat

- **Activity Type:** Video Case
- **Learning Objectives:** 01-01, 01-03
- **Difficulty:** Easy, Medium
- **Activity Summary:** This video case presents a marketing mix for a small brand that seeks to differentiate itself through luxury and innovation. After the video ends, students are asked questions about the video and related course concepts.

Activity

- **Introduction:** Vosges Haut-Chocolat is a chocolate brand seeking to make consumption of their chocolate a luxury experience, which has grown along with the market for high-end chocolate. The video discusses how Vosges has created a cohesive marketing strategy focused on luxury and innovation. This activity is important because successful marketing requires an understanding of the full range of marketing activities, and of the importance of ensuring that all these activities serve a common strategy.
- The goal of this activity is to test students’ understanding of the basic concepts of marketing.
- **Video:** The video is presented to the student below the introductory information. The video plays embedded on the page, after which questions are presented.

Follow-Up Activity

- Compare Vosges to Godiva, which is probably the best-known luxury chocolate brand in the USA. What advantages does Godiva have over Vosges? How can Vosges compete successfully with Godiva (both in terms of its current activities and other things it might do)? Points to consider:
 - Godiva has far more brand recognition, more of its own stores, and a wider distribution network.
 - Vosges has its innovative flavors; in addition, the very fact that it is not as well-known might allow the brand to create a more exclusive, super-premium image.

iSeelt: Value Creation Through the Marketing Mix

- **Activity Type:** Video Case
- **Learning Objectives:** 01-01
- **Difficulty:** Easy
- **Activity Summary:** The iSeelt video cases available for most chapters introduce key concepts through examples that are familiar to students from their own lives. This short activity uses different consumer preferences for coffee shops to illustrate how marketing creates value.

Activity

- **Introduction:** Value is when a customer receives more than they give up, such as when a customer pays for a product or service. The definition of value often shifts based upon what each customer is looking for in the product or service they are purchasing. Take, for instance, the Hernandez family and their search for the perfect cup of coffee. Mom, Dad, and Gabby each place value on different aspects of the coffee drinking experience. Gabby looks for a unique experience, often provided by independent coffee shops, and is willing to pay more for that experience. Mom, on the other hand, wants the consistency and convenience provided by chains, while Dad is not interested in anything fancy but is simply looking for a cheap cup of coffee. Before organizations can effectively market their coffee to this family with such diverse needs, they need to understand where each consumer places value and meet their needs using the marketing mix.
- Customer value is the unique combination of benefits received by targeted buyers that includes quality, convenience, on-time delivery, and both before-sale and after-sale service at a specific price. For organizations to provide value and effectively satisfy consumer needs, they must understand their target market and adjust the marketing mix accordingly.
- **Video:** The video is presented to the student below the introductory information. The video plays embedded on the page, after which questions are presented.

Follow-Up Activity

Discuss some of the places around your university where people can go for a cup of coffee. How do they differ in the value they offer?

Marketing at The Gluten Free Bar (GFB)

- **Activity Type:** Video Case
- **Learning Objectives:** 01-01, 01-02, 01-03
- **Difficulty:** Easy, Medium

- **Activity Summary:** Students watch a video that addresses how the marketplace is divided into groups of potential customers who are important to Gluten Free Bar (GFB) for different reasons.

Activity

Introduction: From the beginning of the morning until the late hours of the evening, marketing is a core part of everyone's life. This activity is important because understanding the needs and wants of consumers is essential to marketing success. The marketplace can be segmented or divided into groups of potential customers who are important to an organization for different reasons. These future buyers, along with the companies as sellers, trade things of value so that each is better off as a result.

The goal of this activity is to demonstrate your understanding of the role of marketing in organizations.

- **Video:** The video is presented to the student below the introductory information. The video plays embedded on the page, after which questions are presented.

Follow-Up Activity

Discuss the criteria for segmenting a market. Depending on the size of the city or town in which your school is located, have students think of products that can successfully be marketed in your location and others that might not. If the city is large, consider products that succeed there but might not in a smaller town. If the school is in a small college town, consider products that are available in larger areas but not yours. Lead the students in a discussion of why those products can succeed or why they can't based on the criteria required for segmenting a market.

A Flood of Water Consumption Choices

- **Activity Type:** Case Analysis
- **Learning Objectives:** 01-01
- **Difficulty:** Easy, Medium, Hard
- **Activity Summary:** Students read a case about how the consumption of water has changed and then answer questions about the case.

Activity

- **Introduction:** This activity is important because organizations must understand how the role of marketing fits with customers and companies. Understanding the marketplace, and especially consumer needs and wants, is fundamental to marketing success. Good marketing needs to be planned with a recognition of how the implications of those decisions affect society. Marketing traditionally has been divided into a set of four interrelated controllable decisions and consequent actions known as the marketing mix, or four Ps: product, price, place, and promotion. Ultimately, marketing involves an exchange in which both parties should be satisfied after the transaction.

The goal of this activity is to demonstrate your understanding of the role that marketing plays in creating value and why it is important.

Verneek: Using AI to Refine Marketing

- **Activity Type:** Video Case

- **Learning Objectives:** 01-01, 01-03
- **Difficulty:** Easy, Medium
- **Activity Summary:** Students watch a video that addresses how Verneek uses artificial intelligence (AI) to refine the marketing efforts of companies.

Activity

Introduction: Value stems from four main activities that value driven marketers undertake. First, firms leverage various elements of marketing and work to build relationships with partners and customers to introduce their product, service, or idea to the marketplace. Second, firms can gather vast information about customers and competitors and then analyze and share it across their own organization and with other partner firms. Third, they take advantage of new technologies and connect with their customers, using the latest digital, virtual, and social media channels. Fourth, marketers must strive to balance the benefits and costs of their offerings for not just themselves but also for their customers, their communities, the planet, and society as a whole.

This activity is important because as a manager, you must be able to understand and implement marketing strategies that reflect these four activity areas. The goal of this activity is to demonstrate your understanding of the various ways that marketing creates value and how firms become more value driven.

- **Video:** The video is presented to the student below the introductory information. The video plays embedded on the page, after which questions are presented.