

College Business
Lesson: 4/7/2020

Learning Target: Explain the nature of marketing by identifying differences between producers and consumers, and the differences between goods and services.

Let's Get Started:

Watch Video: [Producers, Consumers, Goods, Services](#)

Vocabulary for this Lesson

CUSTOMERS: The people who buy goods and services

DURABLE GOODS: Tangible items that should last a long time

GOODS: Tangible objects and materials

NONDURABLE GOODS: Tangible items that are consumed within a short time

PRODUCERS: The people who make or provide goods and services

SERVICES: Intangible activities that are performed by other people for money; productive acts that satisfy economic wants

The Where, Who, and What of Marketing

Where does marketing occur?

Everywhere. Marketing happens wherever customers are present—in all types of businesses. Customers are individuals like you, businesses, or institutions such as schools. Marketing can be done online, in an office, a store, a school, at home, or in thousands of other locales. Some businesses are entirely devoted to marketing activities - such as retail stores, advertising agencies, marketing-research companies, and public relations firms. Many businesses have their own marketing departments or work with other businesses to complete their marketing needs.

Who takes part in marketing?

Everyone participates in marketing. Marketers are those individuals and businesses who connect goods and services to the consumers who purchase or consume them. Cell phone repair shops, hospitals, charities, schools, the Scouts, and online retailers are a few examples. If you've interviewed for an after-school job or filled out a college application, you've marketed your own abilities to someone else. Everyone has marketed something at some time in some way!

What is marketed?

Anything and everything are marketed and they are broadly grouped into categories such as goods (durable and nondurable), services, organizations, experiences/events, places, ideas, information, and people. You may not realize that you see both durable and nondurable goods continuously. Durable goods are tangible items that last a long time, such as mobile phones, cars, and laptop computers. In contrast, items such as soda pop, motor oil, and toilet paper are nondurable goods, which means that they are typically consumed within a short period of time.

Services—intangible activities that are performed by other people for money—are also easy to find. Examples include haircuts, dental work, mobile phone service, landscaping, and babysitting. The rest of the categories of marketed items are a bit less obvious. Organizations such as AFS, which provides foreign exchange experiences for students market themselves. Events as small as a city festival or as large as the Super Bowl are marketed months before they occur. The United States uses the slogan “Land of Opportunity” to attract investments from around the world. An example of idea marketing is the government-sponsored “Just Say No” campaign during the 1980’s encouraged young people to not use drugs or alcohol. High profile celebrities like golf superstar Tiger Woods has his own marketing company to handle the marketing of his personal image.

ACTIVITY #2

1 - Look around the room you are currently in. In your Journal list 10 durable goods and 10 non-durable goods that you can identify.

2 - In your own words, write down how you determined which goods are durable and which goods are non-durable.

3 - Now think of a service that you paid for recently. Explain: (a) what the service was, (b) why you were willing to pay for the service, (c) how often do you purchase that service, and (d) why you chose the service provider you used.