

College Business
Lesson: 4/6/2020

Learning Target: Explain the nature and scope of marketing.

Let's Get Started:
Watch Video: [What Is Marketing?](#)

Vocabulary for this Lesson

MARKETING: The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large

Why learn about marketing?

Have you ever:

1. Bought something because you knew the price couldn't be beat?
2. Given feedback on a food sample at the grocery store?
3. Searched for a certain brand of jeans?

If so, you've been impacted by marketing.

Marketing is everywhere you go.

At the grocery store, at school, at the mall, at a Royals baseball game, on social media sites, or even at the barber shop, you encounter some form of marketing.

You've been personally involved in marketing people and products to others if you have:

1. Created posters for Stuco or a school club event
2. Sold items or held events to raise funds for teams or clubs
3. Priced and sold items at a garage sale

ACTIVITY #1

- 1 - Start a Journal to answer activity questions or complete assignments in. This can either be an electronic journal by completing activities on Docs and saving them in a file OR writing them in a spiral notebook.
- 2 - In your Journal list 5 ways that companies regularly market to you specifically. (example: text messages to you about deals from Chipotle)
- 3 - On that same page or doc, list 5 ways that you have marketed to other people. (example: posted flyers or sold candy for a school club)