

Business/Marketing Virtual Learning

11-12 grade College Business

April 17, 2020



**Date must
correlate with
when it would
be on ISD
website**

Lesson: [April 17, 2020]



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Objective/Learning Target:

Analyze the Ramifications of a Lack of Marketing

Let's Get Started

Watch this Video:

[World Without Marketing](#)



What If Marketing Didn't Exist?

Without marketing, customers and businesses would be greatly affected. Places and people would be disconnected from each other, forcing individuals to fend for themselves.

Effects on our country. Without marketing, our nation would have difficulty linking producers with customers, damaging the entire economy and our standard of living. Customers would have to figure out on their own where to get certain goods and services. In addition, they would need to make personal contacts with businesses to learn about products because goods, services, and ideas would not be marketed in any way. Fewer improvements would be made to existing products, and fewer new products would be developed. In short, customers would have less access to the products that make their lives better, which would have a negative effect on productivity and the economy.

Effects on business. Marketing affects every aspect of business. Without marketing, producers would be focused on making the cheapest, easiest product and selling it as much as possible, without communicating with customers or developing products based on their needs and wants. Businesses would not be able to gain the customer support needed to function, leading them to suffer and possibly close. If marketing did not exist, it would be very difficult for businesses to succeed in their goals—to be profitable, to gain new customers, or to promote change.

Effects on you. Without marketing, your own daily routines would be different. You wouldn't own as many personal belongings. You would make rather than buy many of the items that you would own. After all, without marketing, it would be much more difficult to find businesses where you could buy your clothing, food, and other necessities. On top of that, since radios, television networks, and even many websites earn their money by selling advertising time and/or space, they would not exist to entertain you. Sounds like the old days, doesn't it? Could you sew all of your own clothes, grow your own food, and find ways to entertain yourself without any media or electronics? It's amazing how much marketing shapes even the little things we do.

Summary

Marketing plays an important role throughout the world as well as in our businesses and communities. It makes our lives better, provides us with a variety of goods and services, and encourages trade among nations. Without marketing, it would be difficult for producers to connect with customers and vice versa. Without marketing, even your own daily routines would be markedly different.

ACTIVITY #10

- 1) Watch the video [A World Without Marketing](#) - this is a different video than the video as on slide 3.
- 2) Reflect on the video and in your Journals, please respond to the following:
 - a) Did the video open your eyes to the power of marketing and the importance it plays in human welfare?
 - b) What are your overall thoughts and feelings over what the video had to say?
- 3) Answer the questions on the next slide in your own words.

ACTIVITY #10 (continued)

1. How do the global/economic activities our world faces impact marketing activities?
2. Explain three ways in which marketing benefits society.
3. How would our country be affected by the absence of marketing?
4. How would businesses be affected by the absence of marketing?
5. How would you personally be affected by the absence of marketing?