Marketing: Historical Perspective
http://www.enotes.com/marketing-historical-perspectives-reference/marketing-historical-perspectives/print

1. What can you expect to be learning in the article?
2. What are the six eras of marketing that will be discussed in this article?
3. What is one misconception that people have about marketing and marketers?
4. What is marketing really?
5. Why is satisfying the customer so important?

ERA #1:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Prior to the industrial revolution, how did people get products?
2. Why was marketing really not needed during this era?
3. Who was the first person to recognize the need for marketing business?
4. What company did he work for?

ERA #2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What was the main focus of companies during this era?
2. They believed that \_\_\_\_\_\_\_\_\_\_\_\_\_ prices would lead to \_\_\_\_\_\_\_\_\_\_\_\_\_ sales.
3. What fueled the production era’s focus on production?
4. During this era products began to be made on a production line which allowed for \_\_\_\_\_\_\_\_ production of products.
5. What caused the downfall of the theories of the production era?

ERA # 3:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What was the focus of this era?
2. The sales era was going good until what hit?
3. After Black Friday, what happened to customers disposable and discretionary incomes?
4. Using the internet, what is the difference in disposable and discretionary income? You need to know these two definitions.
5. During this era products became \_\_\_\_\_\_\_\_\_\_\_\_\_ and companies employed \_\_\_\_\_\_\_\_\_\_\_\_\_ in order to get rid of products.

ERA #4: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Why did U.S. firms find it easy to sell the products they manufactured during this era?
2. What did firms realize during this era?
3. What was the focus of selling and marketing?
4. Who developed the assembly line and why did he develop it? What was his main task when developing it?
5. How did many companies change their thinking during the marketing department era?

ERA #5: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What is the goal of the marketing department in marketing companies?
2. What is a press release? How do you think this press release exemplifies the strategy of a marketing-driven firm?
3. How do firms practice the marketing concept?
4. What does the marketing concept state?
5. How do firms today take the marketing concept one step further?

ERA #6: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What is relationship marketing?
2. What is customer retention and why should marketers be concerned with it?
3. How is Saturn’s relationship-oriented strategy obvious to customers?
4. What do Saturn’s ads tell the customer and how does that enhance the company-customer relationship?
5. How does relationship marketing take the marketing concept one step further?