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# An Overhead Presentation for

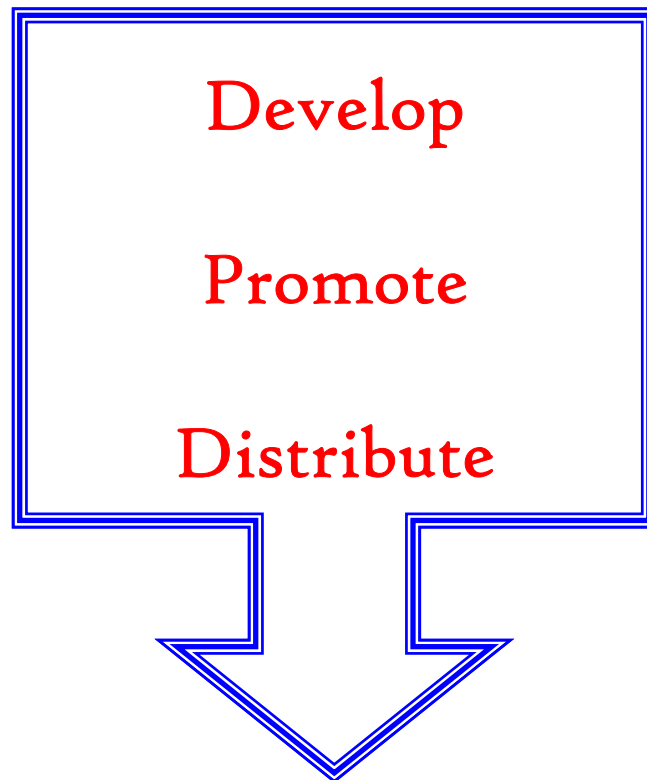


TECHNOLOGY, LIFE, AND CAREERS

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# Definition of Marketing

Marketing is the process of developing, promoting,  
and distributing products in order to satisfy  
customers' needs and wants.



# Products

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What  
Are

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Products?

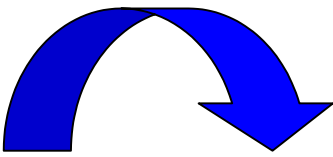
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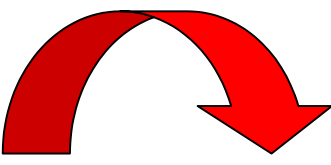
# PRODUCTS ARE

Goods 

Car  
Food  
Home  
Clothes

Services 

Hospital  
TV Repair  
Auto Mechanics  
Carpet Cleaning

Ideas 

Internet  
Training  
Computers  
Printed Materials

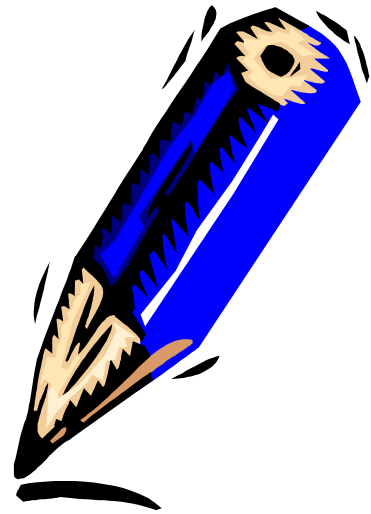
Short Definition of Marketing:

"The promotion of goods, services, and ideas."

# *What do we learn in Marketing?*

## **The Four Ps of MARKETING**

1. Product
2. Place
3. Price
4. Promotion



**NOTE:** Ask students to identify examples of each of the Four Ps.  
(Magazines, newspapers, physical objects, etc., are good examples.)

# The Four Ps of Marketing

## Product

*Any goods, services, or ideas that we wish to sell.*

Goods, Services, or Ideas

Research:  
Defining Target Markets

Product Design or Content

Quantities

Quality: Standard/Deluxe  
Guarantees or Warranties

## Place

*Distribution is getting the right product to the right place at the right time in the right amount and in the right condition.*

(For example: You don't want parkas delivered to a service station in Las Vegas!)

Distribution

Storage & Warehousing

Transporting

## Price

*Determining a dollar amount at which we can sell the product.*

Costs:  
Production  
Wholesale  
Retail

Compare to Competition

Profit Margin

Value

## Promotion

*Making potential customers aware of a product in a positive way so they will want to buy it.*

Packaging

Advertising

Personal Selling

Sales Promotion:  
Coupons, Discounts

1/3 Jobs

Cornerstone  
Entrepreneurship

Exciting Work  
With People

\$Highest/Lowest  
Pay

Transferable  
Skills

# Marketing

Did you know?

60% CEO  
America

Lubricant

25% Growth in  
USA

Advertising  
Customer Service  
e-Commerce  
Entrepreneur  
Fashion Merchandising  
Financial Services  
Food Marketing

Hospitality Marketing  
Importing/Exporting  
International Marketing  
Marketing Research  
Product Management  
Professional Sales  
Public Relations

# Examples of Careers in Marketing

Real Estate  
Restaurant Management  
Retail Management  
Sales Management  
Service Marketing  
Sports Marketing  
Travel/Tourism Marketing