Three Most Important Concepts — Sample Answers

Concept 1: Marketing is the process of creating, communicating, and delivering value to customers — not just advertising.
Concept 2: Marketing connects to every part of a business, including product development, sales, and customer service.
Concept 3: Marketing has evolved through four eras and is now driven by digital tools, social media, and AI-powered personalization.

Fill in the Blank — Answers

1. **value**
2. **leads**
3. **want**
4. **ad**
5. **connections**

Matching — Answers

B — Value
D — Sales Era
C — Delivering Value
A — Marketing Era
E — Influencer Culture

True / False — Answers

1. **FALSE** — Marketing runs through every part of a business, not just advertising.
2. **TRUE** — The hook scenario shows how pricing and placement errors can tank a good product.
3. **FALSE** — The production era focused on making as much as possible, not on understanding customers.
4. **TRUE** — A small business with strong social media can compete with national brands.
5. **TRUE** — AI tools predict behavior and generate personalized ad content at scale.

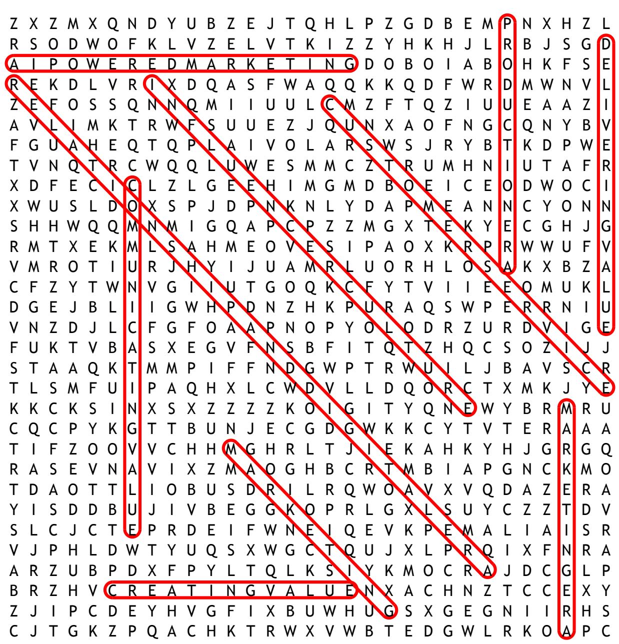
Table — Sample Answers

Marketing Era	What It Focused On
Production Era	Making as much as possible; if you build it, buyers will come. Example: Ford’s assembly line made cars affordable.
Sales Era	Aggressive selling using large sales forces and hard-sell advertising to push products in crowded markets.
Marketing Era	Shifted focus to what customers actually want; building products around real customer needs.
Relationship & Digital Era	Building long-term connections; loyalty apps, social media, personalized content, and AI-powered tools.

Application Question

Question: Sample answer — The company created a product that fit a need, communicated it through social media or influencer content, and made sure it was easy to buy (app store, store shelf, fast delivery). Each of those is a marketing decision.

The Role of Marketing in Business



Relationship and Digital Era
Influencer Culture
Delivering Value
Customer Service
Creating Value
Communicating Value
AI-Powered Marketing
Production Era
Marketing Era
Marketing

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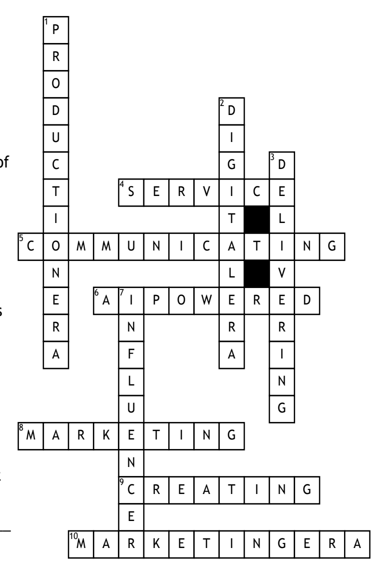

Across

4. Every interaction a business has with a customer after the sale, which directly shapes brand reputation and long-term loyalty — making it a core part of marketing. Customer ____

5. The process of letting the right customers know a product or service exists and why it is worth their attention and money, using tools like social media, ads, and content. ____ Value

6. The use of artificial intelligence tools to predict customer behavior, personalize content, and automate marketing decisions at a scale that would be impossible for humans to do manually. __-____ Marketing

8. The process of creating, communicating, and delivering value to customers; the strategy that connects every part of a business to the people it serves.

9. The stage of marketing where a business identifies what customers need and builds a product or service specifically designed to meet that need. ____ Value

10. The period when businesses shifted their focus from making and selling products to understanding and responding to what customers actually needed. (Two words)

Down

1. The earliest stage of marketing history, when businesses focused primarily on manufacturing as much product as possible, assuming demand would follow supply. (Two words)

2. The current stage of marketing, focused on building long-term customer connections through digital platforms, personalized communication, loyalty programs, and AI-driven tools. Relationship and ___ __

3. The process of getting a product or service to customers in a way that meets their expectations and builds trust through quality, convenience, and reliability. ____ Value

7. A modern marketing approach where brands partner with social media creators to reach and persuade their audiences, often more effectively than traditional advertising. ____ Culture

Hypotheticals Answer Key

Hypothetical 1: The Internship Assignment

a) Communicating value — the brand is promoting to the wrong audience on the wrong platforms.
b) The relationship and digital era requires meeting customers where they are; younger audiences are not active on email and Facebook.
c) Move promotion to TikTok or Instagram with short-form video content targeting the 16–24 age group.

Hypothetical 2: Launching a Side Business

a) Delivering value — the price signals the product is not worth what Marcus is asking, making customers feel they are not getting fair value compared to competitors.
b) Customers compare prices; a $30 gap makes the product feel overpriced regardless of quality, reducing the perceived value of the purchase.
c) Lower the price to align with market expectations, then use TikTok short-form content or influencer partnerships to show the product's quality and reach the right audience.

Case Study Answer Key — Gymshark

1. Understanding:
- Creating value: quality gym clothing built for a specific fitness audience.
- Communicating value: free products to influencers who authentically promoted the brand.
- Delivering value: direct customer engagement on social media; responsive community building.

2. Evaluation: Yes — effective. Revenue reached $40M by 2016 and the brand hit $1 billion valuation by 2020 with no traditional ads or TV spend.

3. Application: Start with your target customer first. Use the platforms they already use. Authentic relationships — even small ones — outperform big ad budgets.

Data Analysis Activity

Teacher Notes

• **Question 1:** TikTok Short-Form Video — 310 new customers.
• **Question 2:** TikTok outperformed Facebook by 270 customers and $8,100 in revenue. Acceptable reasoning includes: TikTok reaches younger audiences; short-form video aligns with how customers in the digital era engage with brands; Facebook's audience skews older and away from the brand's likely target customer.
• **Question 3:** TikTok is the clear priority — highest customers and revenue. Students may also note keeping Instagram as a secondary channel given its solid mid-range performance. Answers should cite at least one data point (e.g., "TikTok generated $9,300 compared to $1,200 for Facebook").

Extension Article Answer Key

Reflective question — no single correct answer. Acceptable responses should:
• Identify a specific unmet need or repeating frustration observed in their environment.
• Connect it to creating value (the signal they noticed).
• Describe how they would communicate that opportunity to someone else — using a platform, message, or approach that fits the audience.
• Students may reference school, a part-time job, or a potential side business as context.

The Role of Marketing in Business
Teaching & Lecture Notes

Lecture Outline

Introduction
• Marketing is not just advertising — it is the full process of creating, communicating, and delivering value to customers.
• Every business decision, from pricing to platform choice, is a marketing decision.
• Without marketing, even a great product goes unnoticed and unsold.

Key Component 1: The Three Core Marketing Actions
• Creating value: identifying customer needs and building products or services around them.
• Communicating value: reaching the right audience through digital content, social media, influencers, and targeted advertising.
• Delivering value: fulfilling the customer experience through quality, speed, returns, and reliable service.

Key Component 2: Marketing Across the Business
• Marketing is not isolated — it connects product development, sales, customer service, and operations.
• The Stanley cup example illustrates how product and marketing teams must align; the product alone was not the driver of success.
• Customer service functions as marketing: public complaints and public praise both shape brand reputation at scale.

Key Component 3: The Four Eras of Marketing
• Production Era: focus on output and supply (Ford assembly line).
• Sales Era: aggressive selling in a crowded market.
• Marketing Era: pivot to customer needs over production capacity.
• Relationship and Digital Era: loyalty, personalization, social media, and AI-driven tools.

Key Component 4: AI and the Next Shift
• AI tools now predict customer behavior and personalize content at scale.
• Students entering the workforce will work alongside — and compete with — these tools.
• Understanding marketing fundamentals now prepares students for a career landscape that will keep changing.

Real-World Application
• Nike's growth from under $1 billion to over $50 billion traces directly to marketing evolution across all four eras.
• Dropshipping, Shopify stores, and TikTok-based businesses are real examples students can connect to.
• Entry-level and entrepreneurial roles both require marketing literacy.

Conclusion
• Marketing is the strategy that keeps businesses alive and growing.
• Students who understand how value is created, communicated, and delivered have a competitive edge — whether they start a business, take a job, or both.

Discussion Prompts

1. Think about a product you bought because of social media. What made the marketing work on you — was it the price, the content, the influencer, or something else?

2. The article says the production era assumed "if you build it, they will buy it." Why do you think that stopped working, and what does that tell us about how markets change?

3. If a company's customer service is bad, is that a marketing problem or an operations problem? Can it be both? Use the article to defend your answer.

4. AI can now personalize marketing at a scale humans cannot match. Does that make marketing better for customers, or does it feel manipulative? What is the difference?

Hands-On Activities

Activity 1: The Marketing Audit
• **Materials:** Phone or tablet, access to one brand's social media page
• **Instructions:** Students pick a brand they know and find three examples of how that brand creates, communicates, and delivers value. They write a three-sentence summary of each.
• **Expected Outcome:** Students connect the three marketing actions to real brand behavior.
• **Safety Considerations:** Only use public-facing brand pages; no personal accounts.
• **Assessment:** Each of the three examples accurately matches a marketing action from the article.

Activity 2: Era Sort
• **Materials:** Index cards, markers
• **Instructions:** Students write one real company example for each of the four marketing eras on separate cards, then sort and justify their placements in small groups.
• **Expected Outcome:** Students demonstrate understanding of how and why marketing approaches changed over time.
• **Safety Considerations:** None.
• **Assessment:** Each card includes a company name, an era, and a one-sentence reason that aligns with article content.

Activity 3: Fix the Launch
• **Materials:** Paper or whiteboard
• **Instructions:** Present students with a failed product launch scenario (wrong price, wrong platform, no social presence). Groups identify which marketing action failed and propose one specific fix for each.
• **Expected Outcome:** Students apply creating, communicating, and delivering value to a problem-solving context.
• **Safety Considerations:** None.
• **Assessment:** Each group correctly identifies the failure point and proposes a fix grounded in article concepts.