

Malik Brock

8/14/2020

Principles of Marketing

Section 1.5 Questions 2,5, &9

2. Assume you are about to graduate. How would you apply marketing principles to your job search? In what ways would you be able to create, communicate, and deliver value as a potential employee, and what would that value be, exactly? How would you prove that you can deliver that value?

I would apply marketing principles to my job search by using the marketing concepts upon creating my resume. I would create a resume that would tell my strengths and skills that apply to the job. Within the resume I would communicate any job experience that I have so I can show my employer that I'm not coming in with no experience at all. During the interview, I would deliver the vocabulary that my employer would be expecting to show that I am verse in the field that I am entering. I would also make sure I have solid references that support me as a solid employee.

5. This chapter introduces the personal value equation. How does that concept apply to people who buy for the government or for a business or for your university? How does that concept apply when organizations are engaged in social marketing?

The person value equation applies to people that buy for the government as they must make sure that it benefits the government agency they are working for. Same rules apply for any business or university. When organizations are engaged in social marketing, the personal value equation is applied to market and make a proper exchange to their customers.

9. What is the difference between a need and a want? How do marketers create wants? Provide several examples.

A need is something that you must have for survival. A want is something that you can live without. These things include food, water, oxygen. However, in terms of Marketing, a need would be customers, employees, supplies, workspace, & finances. These are the things that any marketer would need to survive. Marketers create wants by giving customers what they need. An example is a company wants a private jet. However, for this to happen, a company will have to make sure the sales are up, and customers get what they want.