

Module 1 - Elements of Marketing

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?

You can use several marketing principles to promote yourself and your personal brand. They can help you find work and even serve to help you earn a promotion. Put yourself on the map if you want to find your ideal job, or start your own business. Being proactive is important if you want to advance your career. You can get started by talking to people, and by searching for opportunities by attending seminars, gatherings and events.

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 personal value equation is a personal equation as it shows how a consumer estimates the benefits of a commodity will vary. It applies to people who buy for the government, business, or university as they make it possible for the agencies they work for to be benefitted. In social marketing, they apply the personal value equation and make a proper exchange for the consumers.

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

A need is something needed to survive while a want is something that people desire to have, that they may, or may not, be able to obtain. The marketing concept emphasizes satisfying customer needs and wants. Marketers come up with a product or service that seems appealing to a target audience that thought they may need that. For example, food is considered a consumer need. However, a steak dinner or dessert is considered a consumer want, as these things are not necessary in order to live.