



Workshop 1

The Changing World of Marketing









Workshop style class

- **Workshop style** – meaning that you should **ask questions** and **proactively participate**. Interact, network and learn.
- **Ask questions**
- **Proactively participate** – draw from examples in your own life and don't be afraid to question what you are learning.
- Remember to **justify and explain** what you say.
- Please be **courteous to students and the lecturer** when they are speaking.



Activity Icon

Icon	Meaning	Activity
	Take notes	These are important points and you should take notes. You will be required to know this information.
	Individual Activity	Students complete an individual task.
	Group Activity	Students discuss/ complete activities in groups and report back to the class.
	Research required	You will need to research this and do some reading before the next class.
	Important Concept	You MUST understand this concept to successfully complete the subject. Seek help if you don't understand.
	Practice Questions	Students will complete these questions as practice.



Today's Big Idea

Market changes faster than marketing.

---Philip Kotler



Today's Objectives

- Marketing now and next
- Define “Chinese market”



Workshop activity

Brainstorm Session

There is no single correct definition to understand marketing. But there is something in common.
What are they?

Share your thoughts with the rest of the class.



What is Marketing?

- The customer is the key
- Marketing is:
 - Part art, part science
 - Formal discipline that has existed since the 1950s
 - A professional skill
 - Strategic
 - Creative
 - Solves problems
 - Fun!
- Creation and exchange of value
 - Increase profitability
 - Build the reputation of the business
- Learn more about the history of marketing here:
<https://blog.hubspot.com/blog/tabid/6307/bid/31278/the-history-of-marketing-an-exhaustive-timeline-infographic.aspx>





The Scope of Marketing

Marketing is about identifying and meeting human and social needs

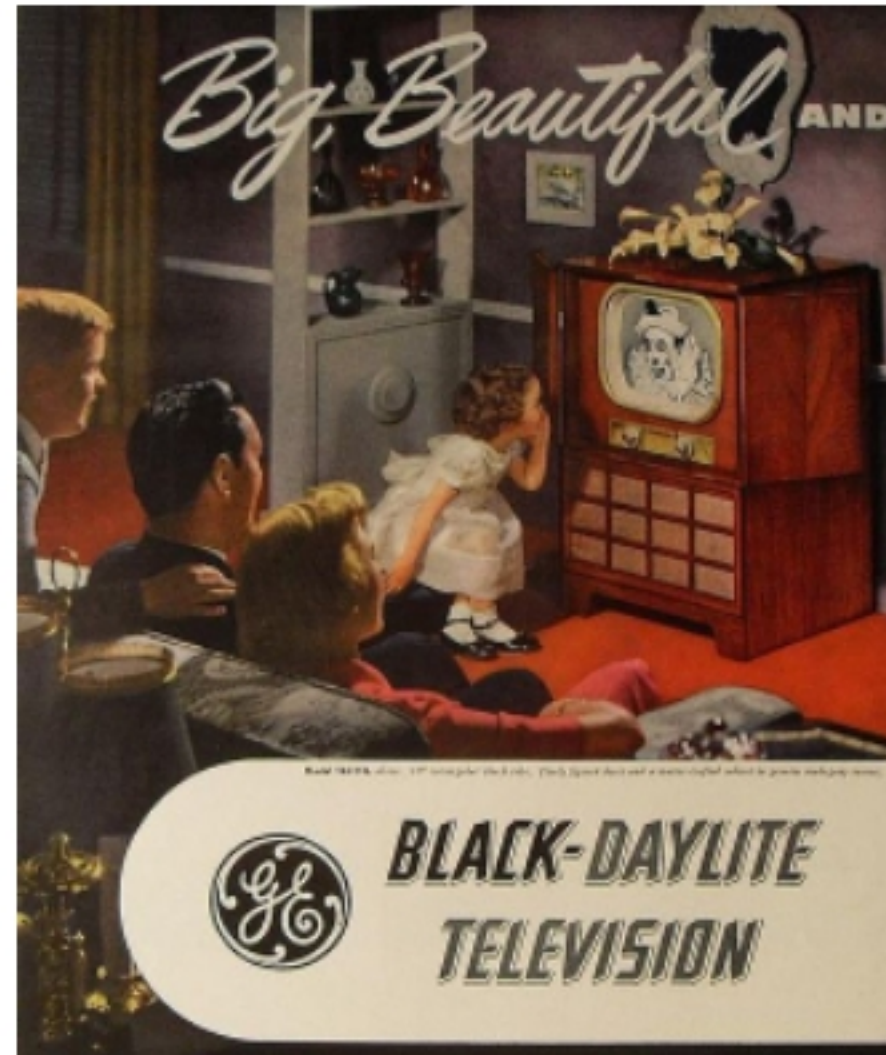
AMA's formal definition:

*"Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and **exchanging** offerings that have value for customers, clients, partners, and society at large."* (p27)

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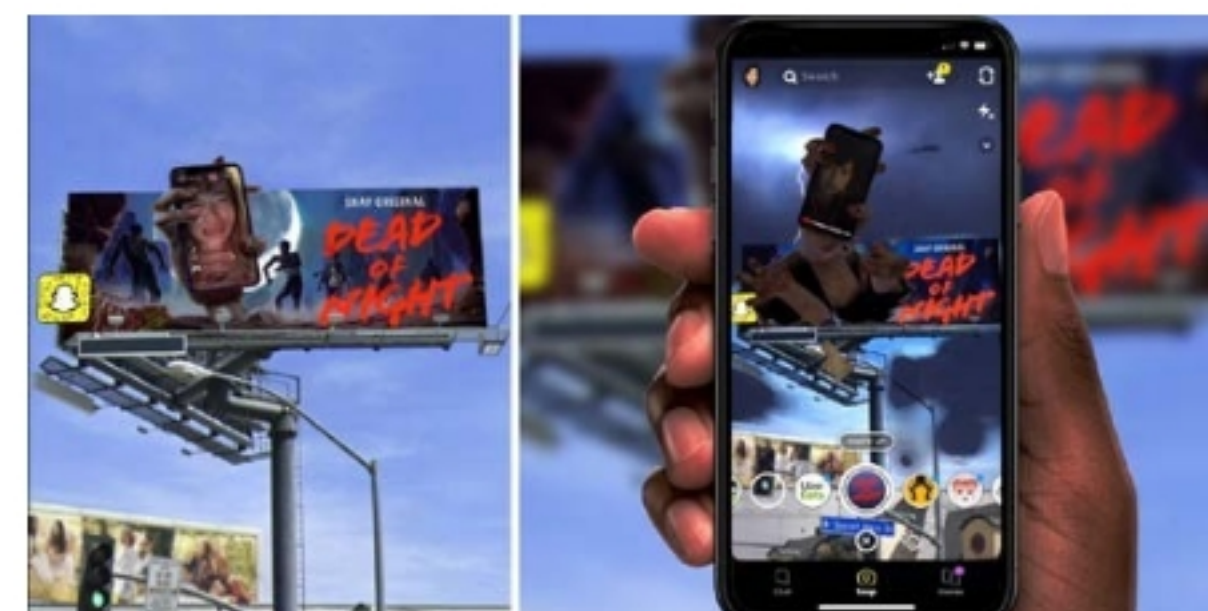
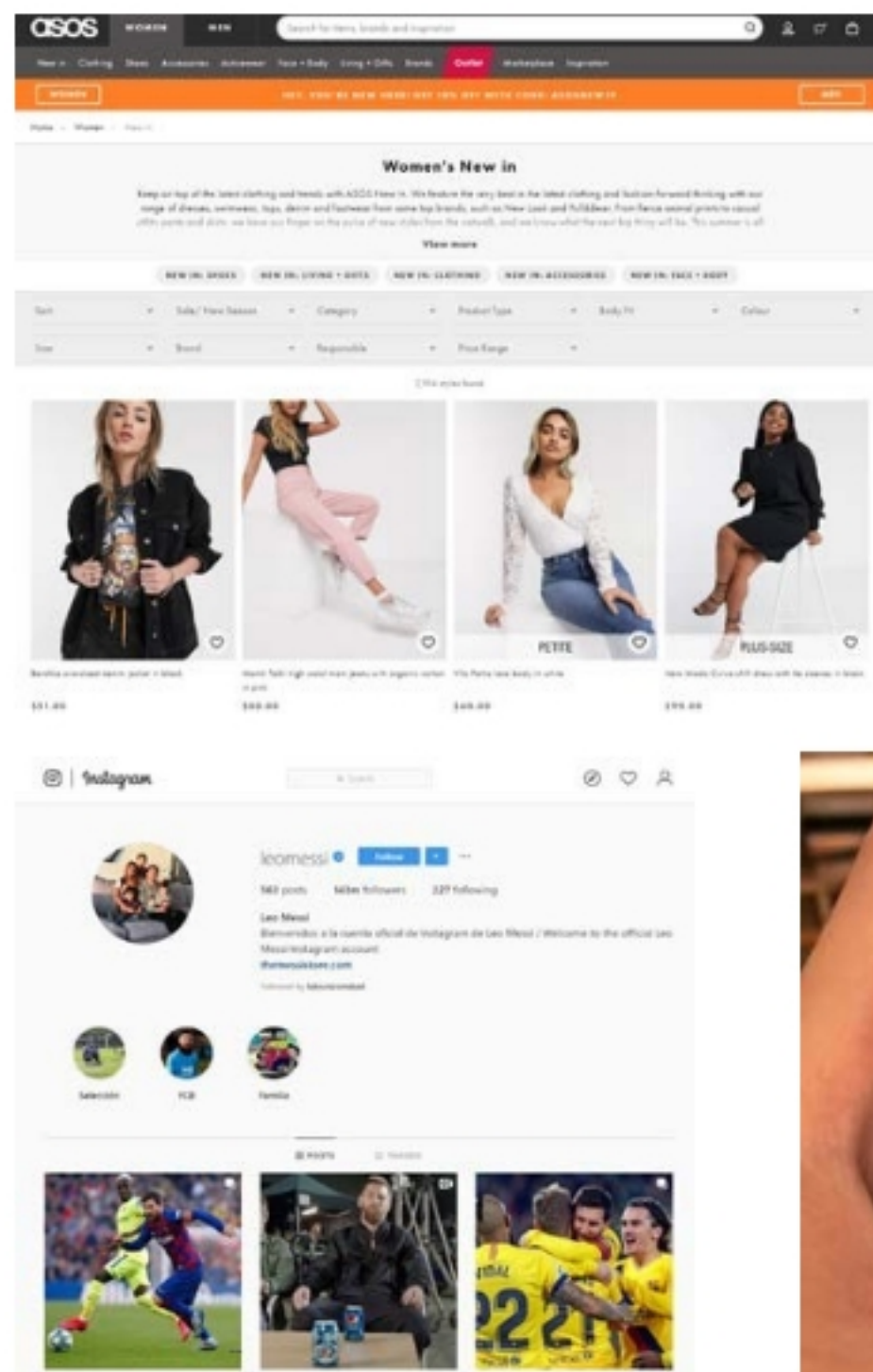
How Marketing Used to Be



Sources: <https://www.pinterest.com.au/pin/335236765984781125/?lp=true>
<https://www.pinterest.com.au/pin/2322237277536925/?lp=true> <https://www.thevintagenews.com/2018/03/02/marlboro-man/>
<https://www.eater.com/2017/5/4/15453660/mcdonalds-uniforms-history-1950-2017>



How Marketing is Now



Sources: <https://dispatchweekly.com/2018/12/blippar-uks-top-tech-start-up-flops-into-administration/augmented-reality-examples-qsr--mcdonalds--blippar-carousel/>
<https://dispatchweekly.com/2018/12/blippar-uks-top-tech-start-up-flops-into-administration/augmented-reality-examples-qsr--mcdonalds--blippar-carousel/>
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Important aspects to understand the definition

- Marketing applies to every organization and individual.
- Creating customer value and satisfaction is at the very heart of modern marketing thinking and practice.
- The most successful marketing is to satisfy unmet customer needs.



Critical Thinking

- Marketers create **need**?
- Marketers get people to buy things they don't **want**?
- Needs preexist marketers.
- Marketers, along with other societal influence, influence wants.



Workshop activity

Case Study

What scopes belong to the marketing decisions making?

- Macro has worked in Noah Ark Consulting Corporation after graduation from a business school. Now he intends to register a Management Consultancy Corporation of his own. The he must make some decisions.





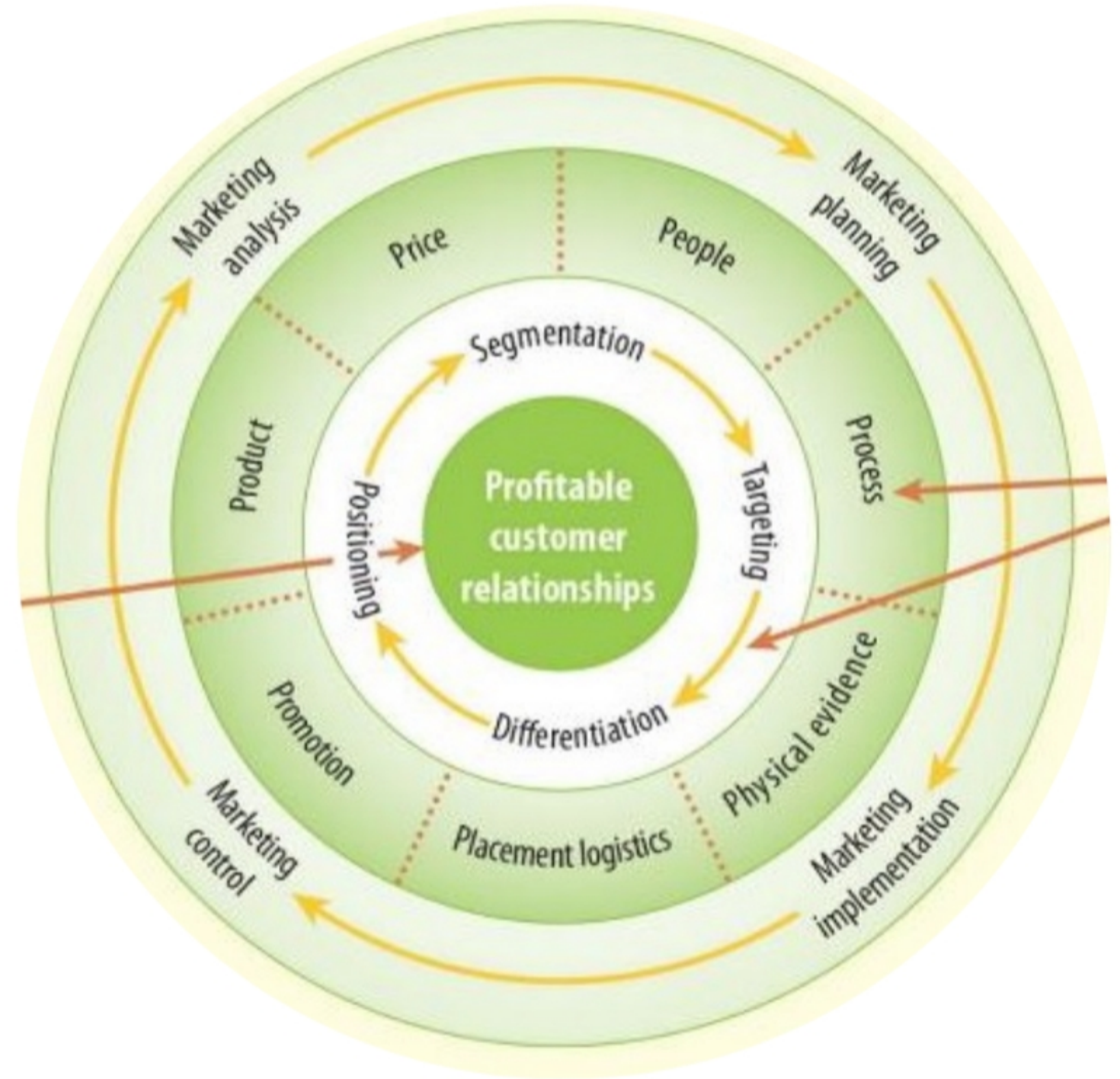
Marketing Decision Making

- What consultancy service to be provided for the customers?
- Who is his customer?
- How to set the charge rate?
- Where to place the office site?
- How to identify his target market?
- How to attract his customer?





Marketing strategy and the marketing mix





Workshop activity



Brainstorm Session

In groups discuss how our behaviour has changed over the past 20 years. What habits have we developed?

Share your thoughts with the rest of the class.



Workshop activity



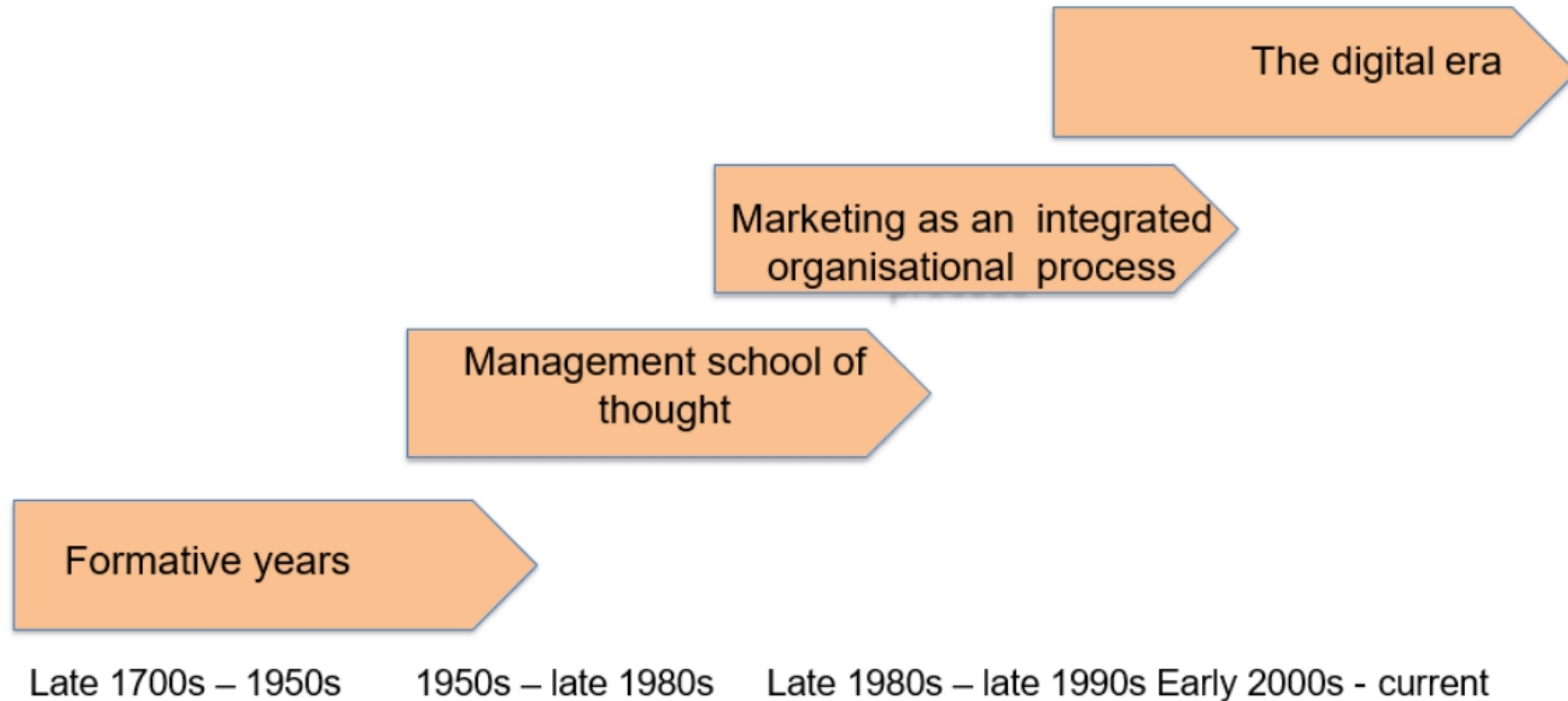
Brainstorm Session

In groups discuss if marketing has really changed.

Share your thoughts with the rest of the class.



Evolution of Marketing Thought and Practice





Workshop activity

Brainstorm Session

What would happen if the internet went down for a month? What would brands do?

Share your thoughts with the rest of the class.



Workshop activity



Brainstorm Session

Will all marketing in the future be digital?

Share your thoughts with the rest of the class.



The Digital Era

- Early 2000s – current
- From Web-as-an-information source (Web 1.0) to Web-as-a participatory platform (Web 2.0)
- A catalyst for disruptive innovation
- From customer satisfaction to enhancing customer experience and engagement.
- Identifying customer touchpoints.
- Shift from desktops to mobile devices and cloud storage.

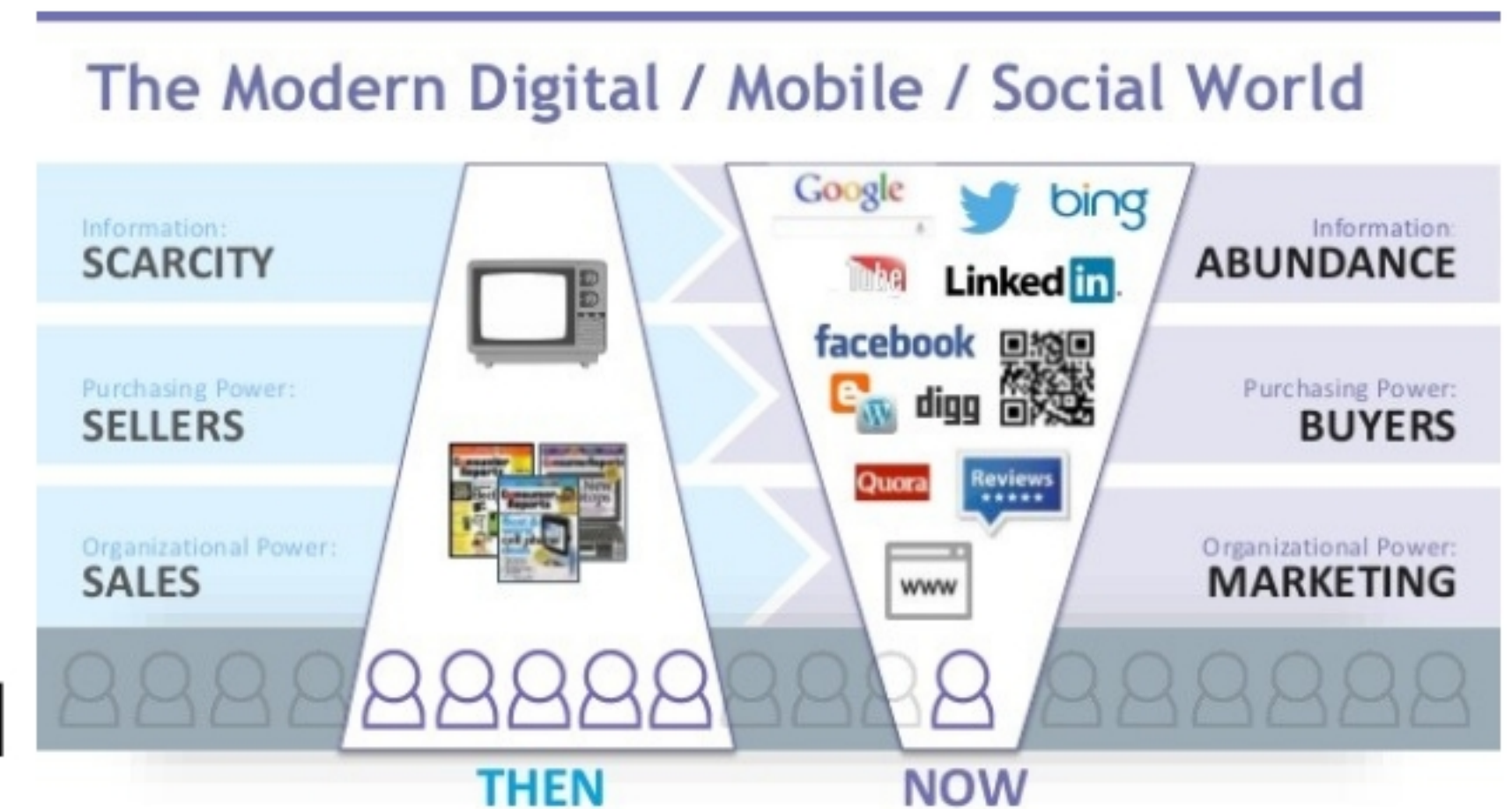


Image source: <https://www.slideshare.net/Conductormarketing/gensess-philfernandez>



Workshop activity



Marketing Practice

Market=Population + Buying power + Need
Is China a big Market?

Share your thoughts with the rest of the
class.



- Find More in the Amazing China



Amazing China

- 习近平“中国市场前景不可限量”
• <https://mp.weixin.qq.com/s/ot0mtpyuL4iMVhU6f2ysSg>
- 2020中国消费市场发展趋势
• https://mp.weixin.qq.com/s/_TqfynDT52Ddbf-rqiQprA
- 2020中国行业趋势报告
• https://mp.weixin.qq.com/s/pggZtWuqdBNp1zENs_Lf7g
- 中国企业社会责任领先指数60强
• https://mp.weixin.qq.com/s/O_uZzmXCdvLqZSA95TNwbw





Assignment 1 Report on Chinese Market

- Choose a segment you like and do some market research.
- Write a report.



Thank You.

