

# THE HISTORY OF MARKETING: MAIN STEPS

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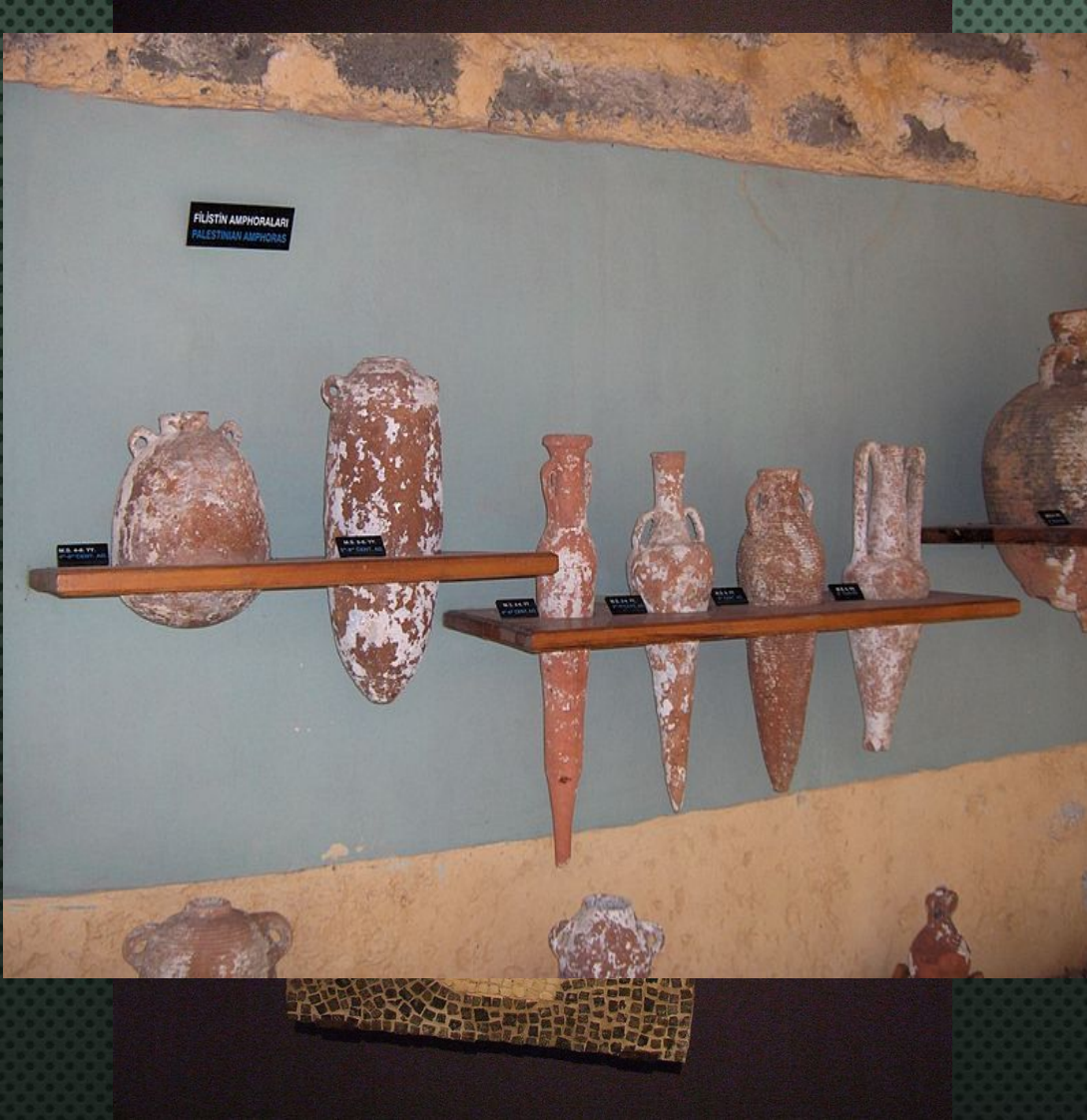
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# MARKETING IN ANTIQUITY

- "THE FLOWER OF GARUM, MADE OF THE MACKEREL, A PRODUCT OF SCAURUS, FROM THE SHOP OF SCAURUS"
- SHAPE OF AMPHORA AS A LABEL





# MARKETING IN THE MIDDLE AGES



MARKET SCENE BY PIETER AERTSEN, 1550



BRONZE PLATE FOR PRINTING AN  
ADVERTISEMENT FOR THE LIU FAMILY NEEDLE  
SHOP AT JINAN, SONG DYNASTY CHINA.



# MARKETING IN SEVENTEENTH AND EIGHTEENTH CENTURY EUROPE

1. TRADE OF BRITAIN STATED, 1707
2. TRADE OF SCOTLAND WITH FRANCE, 1713
3. THE TRADE TO INDIA CRITICALLY AND CALMLY CONSIDERED, 1720





# MARKETING IN THE NINETEENTH AND TWENTIETH CENTURIES

- FORD FAMOUSLY SAID THAT CUSTOMERS COULD OWN A CAR IN ANY COLOR
- HAVEN-MASON HALL AT THE UNIVERSITY OF MICHIGAN, WHERE THE FIRST ACADEMIC COURSE IN MARKETING WAS TAUGHT





# HISTORY STAGES (ERAS)

THE TRADE

THE PRODUCTION ORIENTATION

THE SALES ORIENTATION

The Marketing Orientation

The Social/Marketing



# CONCLUSION

- "THE PURPOSE OF A MARKETING IS TO CREATE A CUSTOMER. IDEALLY, MARKETING SHOULD RESULT IN A CUSTOMER WHO IS READY TO BUY."



# REFERENCES

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