This course brought to you by .....
So what do we mean by ......
The basic function of marketing is to attract and retain customers at a profit.
PETER DRUCKER, 1949

Marketing is the management process which identifies, anticipates, and supplies customer requirements efficiently and profitably.
(CHARTERED INSTITUTE OF MARKETING)

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchange and satisfy individual and organizational objectives.
AMERICAN MARKETING ASSOCIATION

Marketing involves the establishment of the social legitimacy of a company that seeks to make customers for its products rather than simply make products that it sells to consumers.
JEROME CHRISTENSEN, AMERICAN’S CORPORATE ART
specific campaigns to push a product

total network of business-consumer relationships and its management thru research and communication

identity of the company, especially as communicated through logos and icons

how products are shaped as well as the use of images and type in presenting a product or its company
use of narrative and other literary techniques to create relationships between companies and customers
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works of fiction (film and literature) that tell stories about marketing or incorporate branded environments into their worlds
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works of fiction (film and literature) that tell stories about marketing or incorporate branded environments into their worlds

role of marketing in creating fictions of personhood and personality (for company; for consumer)
PLOT

CHARACTER

SETTING

THEME

MARKETING FICTIONS

Humanities at Work
M@®KETING FI©TION$
Did you know... the Ugly Doll story involves a trans-Pacific romance between designers David Horvath and Sun-Min Kim, plus LA’s own Giant Robot Magazine?

not just the domain of large corporations:

social marketing (by governments, not-for-profits, universities)

DIY marketing (by bloggers, artists, bands, publishing cooperatives, designers, community groups, English professors with a design problem ....)
NYC CONDOM:
Designed by Yves Behar (b. 1967); homage to Massimo Vignelli, NYC subway signage (1966).
NO MORE CORRUPTION
GET CORPORATE MONEY OUT OF LAW-MAKING!

I CAN'T AFFORD A LOBBYIST
I AM THE 99%
DEAR 1%,
WE FELL ASLEEP
FOR A WHILE.
JUST Woke UP.
Sincerely, THE 99%
The People are TOO BIG TO FAIL.
Anonymous Joins #OCCUPYWALLSTREET

"Wall Street, Expect Us!" says video communique.
Welcome to Malboro Country
"In short, ‘Occupy’ is a stellar example of both what is known in marketing as an umbrella brand name and what the anti-corporatists in the movement could call beating them at their own game." New York Times, 11-20-11.
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