# L 2 PREP

## Readings

#### Big Idea 2013: Let's Kill Charity Capitalism

What is it: include in price portion to charity.

Why: transform selfish customer into philanthropist.

Liberals: Fairness through altruism and cooperation

Conservatives: Equity through competition

Issue: Created a blur of what it means to be a citizen

Citizens need to get involved in problem solving.

If citizen are half consumer half capitalizes the vision of society blurs.

Side effect of charity capitalism: desensitized citizen and confused capitalism.

## Thoughts:

1. What campaigns have caught my attention?

Bose infomercials – killing their brand.

1. Shortcoming of modern marketing

Disconnect between sr management and youth

Overload of information

Effects of social media

1. Marketing in my career

Career: self-marketing in the organization for career growth

1. Marketing is at the root of many problems

No; greed is at the root. Marketing pushed to the extreme or done unethically. Marketing is a tool; not a means

1. What is marketing

Identify need, create a product that satisfies it and tell the world

1. Four orientations towards the marketplace

Production concept: High efficiency, low cost, mass distribution

Product concept: Consumers favors products with most quality, performance or innovation

Selling concept: Customers, if left alone, won’t buy product. Used most aggressively for unsought goods

Marketing concept: customer centered; don’t find the right customer for your product but the right product for your customer.