

Student's name

Course

Instructor

Date

### The History of Marketing

Marketing is considered as a young discipline in modern-day society. However, the various advances in marketing and marketing strategies have indicated that the practice is the next frontier in business. Today, business is almost impossible without marketing. The core of the business achievement lies in its promoting. Most parts of any business rely upon effective advertising. The general showcasing umbrella spreads publicizing, advertising, advancements and sales. So, utilizing marketing to promote the product, service, and company gives business a possibility of being found by forthcoming clients.

There are various marketing tools that are said to exist for millions of years up to date. The only thing that has changed is perhaps the physical modifications. A tool such as direct marketing has been there for so many years. Just by merely standing and selling the goods, traditional marketers were engaging in modern-day direct sales technique. In addition to this, the negotiations that took place in the past would see a customer get a substantial discount in an attempt to sway his or her decision regarding the sale. This technique is still applied in modern-day society. Under the conditions of increasing competition, organisations have used the price strategy to increase sales while at the same time ensuring a competitive advantage over their rivals in the market.

As stated by Sheth and Atul, (401) marketing is evolving and has undergone a massive transformation since the early days. Some of the factors that have changed the concept of marketing include the use of technology in marketing. The technological platform offers the marketer a faster and more convenient way of marketing while at the same time

aligning the marketing goals with the changing consumer tastes and preferences. For most customers, the quality of goods and services comes first when considering whether to or not to make a purchase. It is, therefore, the responsibility of the marketer to convince the customer that the quality of a product is in line with the customer's demand. While the traditional ways of marketing would be ineffective in such a situation, the more advanced marketing techniques make it possible for such a sale to be executed easily. Marketers who use traditional forms of marketing, therefore, do not achieve the intended sales volume compared to those who use technology to enhance the marketing process.

Some of the emerging trends in marketing include the use of social media as a tool of marketing. Previously, social media was not considered as a strong marketing tool owing to the few social media platforms as well as the low internet usage across different parts of the world. However, the world has significantly changed today in such a way that social media is considered to be one of the strongest marketing tools in the modern world. This explains why major companies have invested heavily in social media usage while at the same time utilizing the existing marketing channels.

It can, therefore, be assumed that the growth potential in marketing is unimaginable. Marketing has evolved from the simple process that it was in the previous year to a more sophisticated and dynamic endeavor. Without marketing, there are few alternatives that can be utilized for marketing purposes making the clients aware of the existence of certain products. Marketing is, therefore, important for introducing new products in the market, notifying the customers of any changes in the product description and learning the strategies used by competing brands in order to enhance competitive advantage.

Work Cited

Sheth, Jagdish N., and Atul Parvatiyar. "The evolution of relationship marketing."

*International Business Review*, vol. 4, no. 4, 199, pp. 397-418.