

Chapter one

The temporal development of marketing and related definitions

Educational goals

After studying this topic, the student should be able to answer the following questions:

- What is the definition of marketing?
- How has marketing evolved over time?

Introduction

The concept of marketing has evolved through various historical stages, manifested in seven fundamental stages revolving around the organization's interaction with customers and its production activities. It also encompasses its interaction with the economic, social, and political environment and, finally, its social responsibility, ethics, and environmental commitments in achieving its objectives. Each stage of these stages represents a real revolution in defining the fundamental concepts of marketing and its correct scientific and practical foundations, leading to its comprehensive and expanded concept as we know it today.

In this context, the researcher attempts to examine the historical roots of marketing and the most important intellectual trends that laid the foundations for the art and science of marketing. The historical development of the concept of marketing over the period from 1947 to the present time is explored.

First: Historical Roots of Marketing

The following are the most important historical milestones in the evolution of marketing, focusing solely on the historical roots, as modern trends related to social and environmental responsibility will be discussed in the subsequent sections in detail. This is because the primary focus at this stage of the study is to understand the beginnings of marketing and its origin through its historical roots. It can be summarized as shown in the following table:

Table 1-1: Main Stages in the History of Marketing

Direction	Time Period	Key Characteristics of the Phase
Production Orientation	Before the Industrial Revolution	Everything produced is sold
Product Orientation	During the Industrial Revolution until 1927	A good product sells itself.
Sales Orientation	Before 1947	Effective and creative advertising, as well as personal selling, convince customers to buy what has been produced. -Sell what has been produced.
Marketing Orientation	After 1947	The customer is king... Discover their needs and desires, then fulfill them. -Produce what can be sold.

The source: Prepared by the researcher, relying on: Sweidan, Nizam Musa, **Contemporary Marketing**, Third Edition, Dar Hamed, Oman, 2015, p. 34.

1.The Production Orientation

The production concept in marketing is one of the oldest business concepts, which means that customers prefer products that are available and low-priced. Managers in production-oriented organizations focus on high production efficiency, lower prices, and intensive distribution.

In this stage, the effort is focused on increasing production because it represents the core of all organizational activities. Sales are of secondary importance because supply often exceeds demand. The prevalent belief in this stage is that consumers will buy whatever is produced. Consequently, organizations did not pay much attention to marketing activities in this stage, and their role was considered weak. Marketing was seen as a subordinate function to production.

This orientation found its resonance in countries seeking growth, like China, and it may be beneficial for marketers if they aim to expand and penetrate the market.

This production concept was dominant among most producers during the 18th century, where organizations focused on increasing production because it represented the core of all their activities, and the supply of goods was far less than the demand.

Therefore, the satisfaction of the consumer was not a concern. This production-oriented marketing concept continued until the late 1920s, coinciding with the concept of scientific management pioneered by Frederick Taylor, which focused on increasing production as the primary goal.

2. The Product Orientation

Through the middle ground between the production orientation and the sales orientation, "customers usually prefer a larger form of products characterized by better quality, suitable performance, and also the creative features of the product" ().

In complete alignment, Kotler indicates that consumers in this time period had a greater response to products characterized by good quality, suitable performance, and future prospects for creativity and innovation.

Organizations design their products with little or no information or attention to consumer opinions because they believe they will offer designs that amaze consumers without examining competitors' products ().

Therefore, when integrating the two previous stages, we find that the main concern in the early days of marketing is to innovate new products in large quantities to absorb high demand, all in a competitive environment that prevailed at that time.

3. The Selling Concept (Orientation)

This concept focuses on the idea that consumers and organizations if left to their own devices, will not buy sufficient quantities of the products produced by selling organizations. Therefore, selling organizations must take aggressive actions to force them to purchase.

In the early 1920s, the demand for products began to decline, and organizations recognized the importance of selling their products to consumers. From 1920 to 1950,

organizations returned to the idea of sales, making it the main means of increasing profits. The organizations' activities in dealing with markets and the focus on marketing activities increased. Businesspeople became more aware of the important marketing activities in their field of work, including personal selling, advertising, and distribution.

The goal of organizations is to sell their products, not to produce what can be sold. The use of this approach predominates in:

1- Products that consumers are not actively seeking (i.e., products that consumers typically do not think about buying, such as insurance policies or encyclopedias).

2- In the non-profit sector, such as university donations.

3- Most companies also employ this method when facing low demand for their products or when their production capacity exceeds the market's ability to absorb their product offerings.

With the increase in production at significant rates, thanks to the introduction of scientific management methods by Frederick Taylor for large-scale production, the need for a distribution system capable of handling this production became apparent. Interest in the sales function grew, but the philosophy of selling did not change. The use of advertising increased, and marketing research emerged to provide the enterprise management with the necessary marketing information to streamline its decisions related to production, storage, and distribution.

4. The Stage of Marketing Orientation

After the global economic crisis in 1927, products began to pile up, demand decreased to its lowest point, and advertising and promotion no longer attracted customers. **This marked the emergence of the marketing concept, emphasizing that the goal can only be achieved through an integrated marketing effort. Marketing encompasses planning product designs, pricing, promotion, and distribution efforts.**

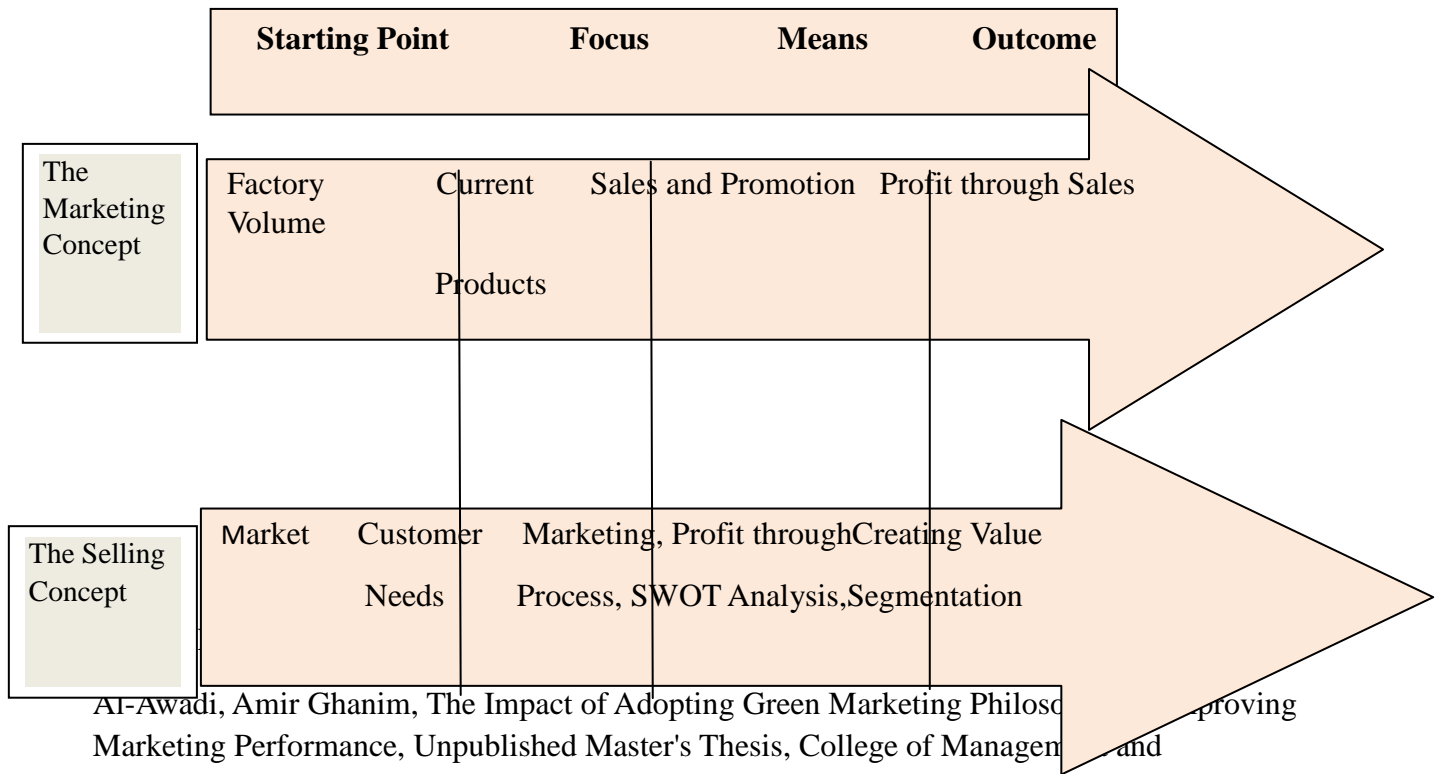
And during this period, products of various types and forms flooded the market. Each organization sought to face the "competition challenge," starting to think about customers and asking (who are they? where do they live? what do they want?) before considering directing the available resources to production. In this stage, the customer took precedence over the end of activities.

This new marketing orientation establishes the concept of producing what the consumer likes to buy, rather than selling what the producer likes to manufacture. According to this approach, innovations in new and improved products accelerated, and competition intensified in technological, economic, and social dimensions (and the marketing environment in general) to attract customers and try to gain their satisfaction by providing the greatest possible value to the customer.

The marketing concept focuses on the idea of maximizing profits in the long run, while integrating marketing with other supply efforts in the organization, all striving to meet and fulfill the needs and desires of customers. This distinguishes marketing from sales, where

"sales focus on the seller's needs, unlike marketing, which focuses on the customer's needs." The following figure illustrates the fundamental differences between marketing and sales.

Figure 1-1: A Comparison Between the Sales Concept and the Marketing Concept



Kotler, Philip, Keller, Kevin Lane, Op. Cit., p: 18.

Sweidan, Nizam Musa, Previous reference, p: 37.

Hameed Al-Tai, Mahmoud Al-Samidai, Bashir Al-Alaq, Ihab Ali Al-Qarm, "Modern Marketing," Dar Al-Yazouri, Oman, 2010, pp. 29-30.

As seen from the above figure, the selling concept focuses on the internal, starting from the factory, concentrating on current products, with its strategy revolving around sales efforts and intensive promotion to achieve short-term sales and profits. In contrast, the marketing concept focuses on the external aspect: that is, the needs and desires of customers (the market) where marketing efforts integrate to influence the customer in a way that long-term profits are achieved through creating value and customer satisfaction.

The figure below can be presented to summarize the basic ideas of the marketing approach in its early stages:

Figure 1-2: The Marketing Orientation



Source: Suwaidan, Nizam Musa, Contemporary Marketing, 3rd Edition, Dar Hamed, Oman, 2015, p. 39.

Through this figure, the basic dimensions of the marketing orientation in this early stage can be confirmed to crystallize the modern marketing concept, as follows:

- 1. Sensitivity to customer needs and desires:** Marketing's essence is meeting the needs and desires of customers by studying and analyzing these desires and executing them correctly compared to competitors.
- 2. Long-term profitability:** The more marketing focuses on the customer, the more it ensures continuous revenue, even if it's modest. This is the key to success.
- 3. Functional integration:** When research and development, manufacturing, finance, funding, and marketing integrate, the chances of success increase.

What is worth noting in this historical period is the emergence of marketing in non-profit organizations. This expands the concept of marketing beyond marketing physical products such as goods and providing non-material, intangible services, to encompass marketing individuals, places, organizations, and even ideas. These can be summarized as shown in the following table:

Table 1-2: Types of Non-Profit Marketing

Type	Description	Example
Individual Marketing	Marketing efforts designed to seek the interest, attention, and preference of the target market towards an individual.	Student campaign and election candidates.
Place Marketing	Marketing efforts designed to attract visitors to a specific area and improve the public's image of a city or country.	Invitations to tourist places.
Idea Marketing	Marketing efforts are designed to market a social issue or topic to a selected market sector.	Literacy programs and family planning.
Organization Marketing	Marketing efforts for organizations with common interests, such as service organizations and government	Ministry of Solidarity The United Nations Child welfare.

	institutions seeking to influence others to accept their goals, request their services and contribute to them in various ways	
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Source:Sweidan, Nizam Musa, Previous reference, p: 37.

As a summary of the above, it can be noted that in this historical era, marketing has reached a result that emphasizes the customer as the king and the central success factor for organizations. This logic was accepted at the time. However, the emergence of negative effects on society and the environment due to exaggerating this principle made marketers feel a significant discomfort. Protests calling for social and ethical responsibility in marketing, as well as the protection of consumer rights and the rights of the natural planet we live on, emerged. This discomfort laid the foundation for a contemporary era in core marketing concepts and practices, collectively representing the evolution of the green marketing concept. This is what the researcher seeks to investigate and analyze in the following section in as much detail as possible, keeping this part of the study as a general introduction to green marketing.

Secondly, the Historical Evolution of the Marketing Concept

Researchers believe that there is no unified definition of marketing among marketing scholars. Every set of definitions reflects the intellectual stage that marketing has passed through as a philosophy and as an activity practiced by organizations over a time span that includes specific intellectual and philosophical orientations that form the context for marketing concepts and objectives.

Many definitions have appeared over time, and the researcher presents the most significant ones, extending from the emergence of the marketing concept until today. The tables below provide groups of definitions, each covering a period of up to 10 years because a ten-year period is sufficient, theoretically, to witness changes in the focal points of the definitions. This is to clarify the main stages of change in marketing definitions.

1. Marketing during the 1960s and before

Table 1-3: Definition of Marketing during the 1960s and Before

Year	Definition Source
1935	Marketing is the process of raising the standard of living for society.
Paul Mazur	Note: Despite its age, this definition is still referred to as the foundation of the quality-of-life aspect within the marketing study's entrances.
1954	Marketing is an activity that encompasses all of the organization's activities from the consumer's point of view as a final result.
Druker	

1956 Philips and Duncam	Marketing involves all the steps or activities necessary to place tangible products in the hands of consumers, excluding activities involving significant changes in sales volume.
1957 Beckman	Marketing is the auxiliary activity for understanding the needs and desires of consumers, product planning and design, ownership transfer, and distribution.
1958 Mortimer	Marketing is a set of efforts involving advertising, sales, marketing research, and others to transfer tangible products from production locations to consumers and using effective means of promotion.
1960 AMA (American Marketing Association)	Marketing is the business activity that directs the flow of tangible products and services from the producer to the consumer or user.
1965 MSO (Marketing Staff of Ohio)	Marketing is a process in society by which the structure of demand for products (tangible and services) is anticipated and increased, and satisfied through a proper understanding, promotion, and material exchange of products (tangible and services).
1967 Kotler	Marketing involves analysis, organization, planning, and control of contact with customers and resources, policies, and activities with a profit-oriented view based on the satisfaction of the desires and needs of a selected group of customers.

Source: Prepared by the researcher relying on :Jordan Gamble, Audrey Gilmore,Danielle McCartan-Quinn,PaulaDurkan,**The Marketing Concept in The 21st Century,A Review of Haow Marketing has been defined Since The 1960s**, the Marketing Rrview,Vol;11,No,3,2011,pp:227-248.

So, by representing the elements and axes emphasized in the table above for this period, we arrive at the following figure, which is very helpful for the detailed analysis of the marketing definition for this period:

Figure 1-3: Marketing During the 1960s and Before

<u>The issues that were emphasized include:</u>							
Ethics							
Flow in distribution channels							

Exchanges						
Customer segmentation						
Philosophy						
Values						
Environment						
Expanding the definitions						
The social process						
Customer profit						
Organization profit						
Resource management						
Meeting customer needs and desires						
Creating customer needs and desires						
Involving customers in their needs and desires						
Identifying customer needs and desires						
Processes						
From product to customer						
Goods and services						
Organizational activities						

Organizational objectives							
	1	2	3	4	5	6	<u>Marketing Definitions</u>

Source: Prepared by the researcher relying on: Jordan Gamble, Audrey Gilmore, Danielle McCartan-Quinn, Paula Durkan, The Marketing Concept in The 21st Century, A Review of How Marketing has been defined Since The 1960s, the Marketing Review, Vol;11, No,3, 2011, pp:227-248.

From the above figure, the researcher notes that during this period, the primary focus was intensified on six key issues: organizational profitability, resource management, meeting the needs and desires of customers, as well as sharing needs and desires with customers. There was also a focus on goods, services, and organizational activities.

2. Marketing in the 1970s

During the 1970s, which was not a very stable period, especially in terms of benefits, marketing growth, and changes in the environment and competitive locations resulted in a race in strategic planning and routine functions. The energy crises also changed the management's perspective on resource management.

Table No. 1-4: Marketing Definitions in the 1970s

Time Period	Definition
1970 Eldridge	Marketing is a combination of functions designed to achieve profit by identifying, creating, evaluating, and satisfying the needs and desires of the target market sector.
1971 Koch	The managerial process is aimed at identifying customers' needs and desires and meeting them in exchange for substantial profit.
1972 Kotler	It is a behavioral science that deals with understanding the system of the seller and the buyer during the marketing of goods and services.
1973 Howards	It is a process that includes: 1- Identifying customer needs 2- Designing these needs in a way that corresponds to the organization's resources 3- Delivering these designs to the organization's centers of power and decision-making 4- Transforming these designs into outputs that meet customer needs 5- Delivering these designs to customers

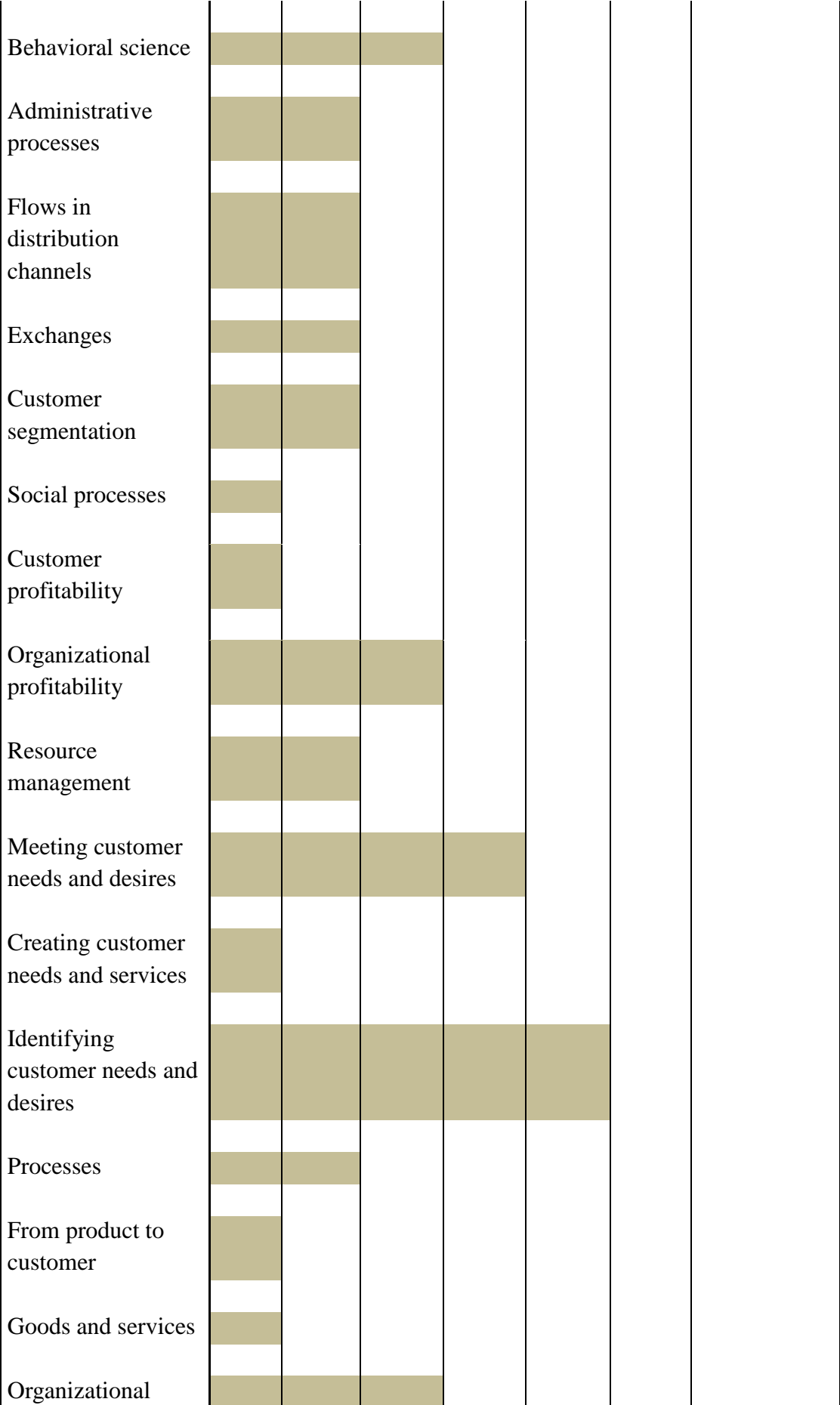
1973 Canton	Determining what should be sold and to whom, for profit.
1975 Bagozzi	The mechanism and behavior of exchange, are related to this behavior.
1976 Koler	Marketing Management: Human activities aimed at satisfying needs and desires through the exchange process.
1977 Star, Devis, Lovelock, Shapiro	The process through which organizations: 1- Choose a target market or specific market segment. 2- Identify latent needs in the target market. 3- Manage resources in a way that satisfies these needs and desires.
1979 Drucker	Marketing starts with the customer from outside, according to their demographic characteristics, needs, and values. It is not about what the organization wants to sell but what the customer wants to buy. The organization should say, "These are the satisfactions the customer is looking for.

Source: Compiled by the researcher based on Jordan Gamble, Audrey Gilmore, Danielle McCartan-Quinn, Paula Durkan, "The Marketing Concept in The 21st Century: A Review of How Marketing has been Defined Since The 1960s," The Marketing Review, Vol. 11, No. 3, 2011, pp. 227-248.

The researcher observes that both the definitions by Eldridge and et al. Star are considered the most comprehensive during this period. To avoid redundancy, marketing can be described as a process - a combination of functions. At the same time, it emphasizes the orderly arrangement of processes according to a clear systematic sequence, as per Eldridge's definition. Also noteworthy from et al. Star's definition is that customer selection comes in the initial stage, followed by identifying needs and then managing resources to achieve them. By combining these two definitions, we arrive at a complete and comprehensive definition of marketing for this period that serves the purpose. The following figure illustrates the key aspects that were focused on during this historical period.

Figure No. 1-4: Marketing Definitions in the 1970s

The key issues that were emphasized include: Customer understanding							



activities							
Organizational goals							
	1	2	3	4	5	6	<u>Marketings</u> <u>Definitions</u>

The source: Prepared by the researcher based on Jordan Gamble, Audrey Gilmore, Danielle McCartan-Quinn, Paula Durkan, "The Marketing Concept in The 21st Century: A Review of How Marketing has been defined Since The 1960s," The Marketing Review, Vol. 11, No. 3, 2011, pp: 227-248.

From the figure above, it is evident that the most important issues emphasized in marketing definitions during this historical period are identifying customer needs and desires and meeting them. Following that is the application of behavioral science to study consumer behavior, organizational profitability, and, lastly, organizational activities.

3. Marketing during the 1980s

Table No. 1-5: Marketing Definitions during the 1980s

Time Period	Definition
1980 Christopher et al	Marketing is the primary activity of management that organizes and directs the functions of other departments with the aim of converting the purchasing power of customers into effective demand for specific products.
1981 Mandall, Rosenberg	The process of exchange between producers and customers, through which producers link their marketing offerings (goods and services, promotion, distribution, and pricing) with customer needs and desires
1982 Kotler	Marketing is the analysis, planning, execution, and, cautiously, monitoring of official programs designed to facilitate voluntary value exchange toward the target market in order to achieve organizational objectives. Marketing involves the organization's analysis of the latent needs in the target market, designing suitable goods and services at effective prices, and then conducting marketing communications to inform and motivate customers for the purpose of serving the market.
1983 Hartley	It is the performance of active activities that involve planning and facilitating exchange leading to the satisfaction of human needs and desires.
1985 Jefkins	Marketing means identifying people's needs and desires and then considering if they can be met profitably through production, distribution, and sales.

1985 Wills et al	Marketing is the way through which the organization connects its human, financial, and material resources with customer needs.
1985 Bonoma	The process through which an organization encourages the exchange of goods for profit and satisfies the needs of its customers.
1985 AMA (American Marketing Association)	The planning and execution of dimensions - pricing, promotion, and distribution of ideas, goods, and services with the aim of creating exchanges that satisfy customers and achieve organizational goals.
1987 Kurstbard, Soldow	Marketing is a mediating function within the economic scope that applies cautious and goal-directed strategies in the exchange of goods and services.
1989 Gronroos	Marketing is establishing, developing, and practicing long-term relationships with customers, benefiting both parties, through exchange processes and commitment maintenance.
1989 Cooke	Marketing is a satisfying exchange process of ideas, goods, and services directed according to final consumption rules.

The source: Prepared by the researcher based on various sources, including:

Gronroos, C. "Defining marketing: A market-oriented approach." *European Journal of Marketing*, 23(1) (1989), pp. 52-60.

Cooke, E.F. "An update on the definition of marketing." In J.M. Hawes & J. Thanapoulos (Eds.), *Developments in marketing science (Volume 12)* (1989), pp. 249-252. Akron, Ohio: Academy of Marketing Science.

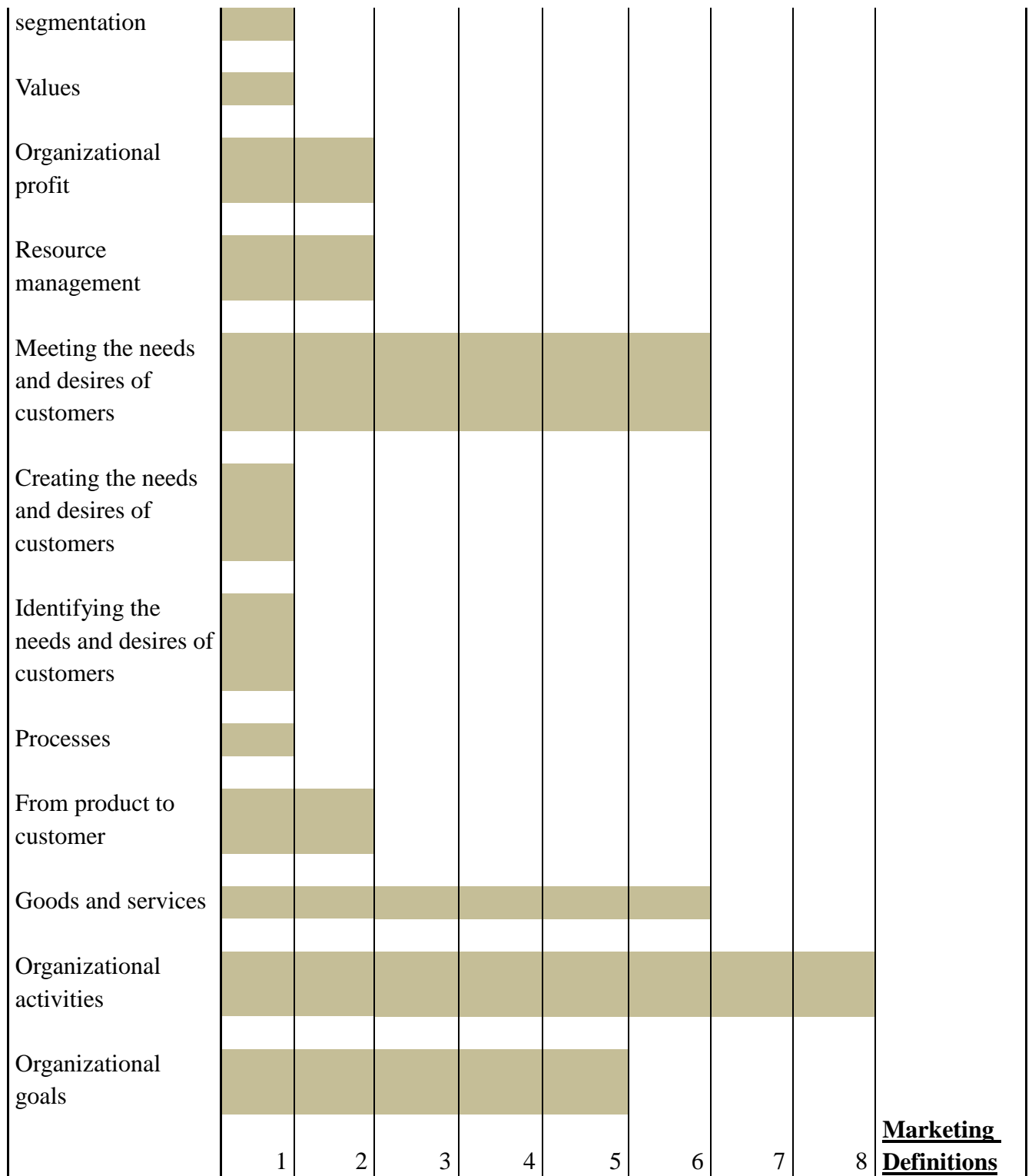
Jordan Gamble, Audrey Gilmore, Danielle McCartan-Quinn, Paula Durkan, "The Marketing Concept in The 21st Century: A Review of How Marketing has been defined Since The 1960s," *The Marketing Review*, Vol. 11, No. 3, 2011, pp: 227-248.

Lynch, J.E. "Only connect: The role of marketing and strategic management in the modern organisation." *Journal of Marketing Management*, 10(6) (1994), pp. 527-542.

Wright, R. "Marketing: origins, concepts, environment." London: Business Press, a division of Thomson Learning (1999).

Kotler, P. "Marketing management: Analysis, planning, implementation, and control" (Seventh edition). New Jersey: Prentice Hall (1991)

In the 1980s, significant changes occurred in the organizational structures of organizations, making them more flexible and responsive to competitive influences. This environmental impact greatly influenced the perception and practices of marketing, which began to focus more on understanding customer segmentation. What distinguishes this period



The source: Prepared by the researcher based on Jordan Gamble, Audrey Gilmore, Danielle McCartan-Quinn, Paula Durkan, "The Marketing Concept in The 21st Century: A Review of How Marketing has been defined Since The 1960s," *The Marketing Review*, Vol. 11, No. 3, 2011, pp: 227-248.

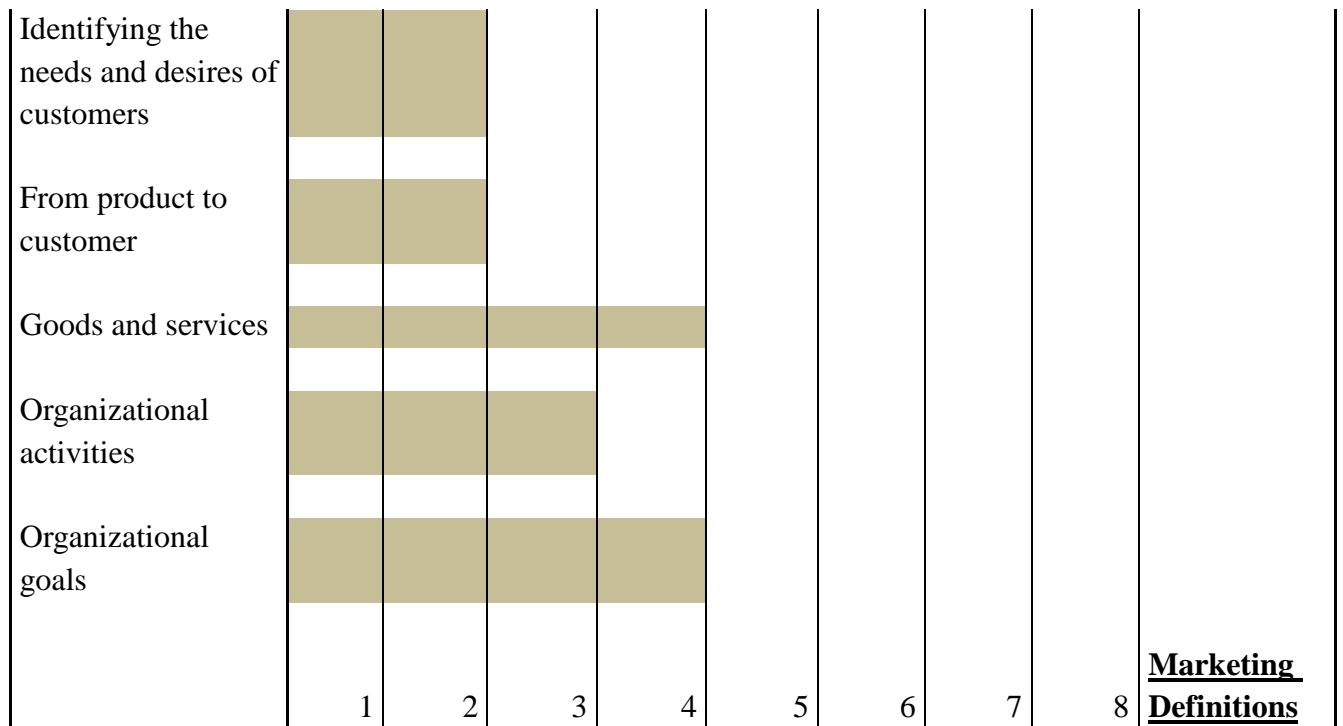
The most important issues that marketing definitions focused on during this time period were primarily exchanges and organizational activities. Following that, there is an emphasis

on meeting the needs and desires of customers, and finally, goods and services, ultimately leading to achieving organizational goals.

4. Marketing during the 1990s

Table No. 1-6: Marketing Definitions during the 1990s

The time period	Definition
1991 Webster	Marketing is the function through which organizations design, promote, and distribute their goods and services to customers and buyers. Marketing can be defined as understanding customers and their problems and solving them, while carefully communicating with them because they constitute the target market.
1991 Elvy	Marketing is providing the right goods in the right quantity, at the right place and at the right time, and making a profit from this process.
1991 Baker	It is a very simple philosophy that requires producers to start by accurately identifying the needs of customers and then mobilizing the assets and resources of the company to establish a satisfactory exchange of interests for both parties, benefiting them.
1991 Cohen	It is a system of activities that facilitates the acceptance and adoption of not only goods and services but also ideas. In addition, this system of activities is used by profit-oriented and other organizations to achieve their goals.
1991 Kotler	It is a social and administrative process through which individuals and groups obtain what they need by creating and exchanging goods and value with others.
1992 Webster	It is an administrative process responsible for ensuring that every part of the organization focuses on the relationship with the customer, by providing greater value. Considering that the relationship with the customer is the organization's greatest and most important asset.
1993 Morden	It is an activity aimed at meeting the needs and desires of the customer through exchanges and transactions in the market.
1994 Lynch	Marketing focuses on directing the strategic purpose of the organization toward relational exchanges in the chosen market. It is a fact that receives and translates information to connect the strategic purpose of the organization with its external environment. In other words, it makes the organization listen, adapt, and deal with the requirements of the outside world.
1995	Marketing refers to those activities that connect the organization with its



Source: Prepared by the researcher based on: Jordan Gamble, Audrey Gilmore, Danielle McCartan-Quinn, Paula Durkan, "The Marketing Concept in The 21st Century: A Review of How Marketing has been defined Since The 1960s," The Marketing Review, Vol. 11, No. 3, 2011, pp: 227-248.

By observing the above figure, it can be confirmed that the marketing definitions during the 1990s focused more on meeting the needs and desires of customers than anything else, and then the corresponding exchanges for this axis. As for the subsequent level of focus, it revolved around the profit of the organization, its activities, goals, and expanding definitions of related groups in the marketing activity.

5. Marketing after the year 2000

Table Number 1-7: Marketing Definitions in the 2000s

Time period	Definition
2000 Lamp	Marketing is a philosophy, orientation, and management approach that aims to satisfy customers on one hand and is the sum of functions designed to implement this philosophy on the other.
2000 Kotlor	It is a social and managerial process through which individuals and groups obtain what they need through the creation, presentation, and free exchange of valuable goods and services with others.
Ewell 2003	Marketing is the process of enriching the public to build a brand, attract customers, and provide them with suitable offers to gain their loyalty.
Jobber 2003	It is the process of achieving overall goals by meeting the needs and desires of customers better than competitors.

Bonne, Kurtz 2004	Marketing is the process of planning and executing product design, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create and maintain relationships that satisfy individuals and achieve organizational goals.
Hill, O'Sullivan 2004	Marketing is the philosophy that views customer satisfaction as the key to business success and supports management practices aimed at identifying customer needs and responding to them.
AMA 2004	Marketing is an administrative activity and a series of processes designed to create, communicate, deliver value to customers, and manage relationships with customers in a way that benefits both the organization and the shareholders.
Dibb et al (2006)	Marketing includes the activities of individuals and organizations that facilitate and practice satisfactory exchange and their relationships in a dynamic environment through the creation, distribution, promotion, and pricing of goods, services, and ideas.
Shaultz 2007	It is a systemic commitment, a social function, and a regular, smooth set of processes to create, communicate, deliver value to customers and manage relationships with customers and social relationships in a way that is beneficial to local and international stakeholders influenced by these processes.
Kotler 2009	Marketing is a social and managerial process through which individuals and groups obtain what they need through the creation, presentation, and free exchange of valuable goods and services with others.

Source: Prepared by the researcher based on the following sources:

Kotler, P., Keller, K.L., Brady, M., Goodman, M., & Hansen, T. "Marketing management." Harlow: Pearson Education Limited (2009).

Shultz II, C.J. "Marketing as constructive engagement." *Journal of Public Policy and Marketing*, 26(2) (2007), pp. 293-301.

Dibb, S., Simkin, L., Pride, W.M., & Ferrell, O.C. "Marketing: Concepts and strategies" (Fifth European edition). Boston: Houghton Mifflin Company (2006).

Hill, L., & O'Sullivan, T. "Foundation marketing" (Third edition). Harlow: Pearson Education Limited (2004).

Boone, L.E., & Kurtz, D.L. (2004). "Contemporary marketing" (Eleventh edition). Mason: Thomson South-Western.

The distinguishing features of this time period include the emergence of terms like the Internet, digital technology, e-commerce, and creativity in marketing research. Additionally, there are social definitions of marketing and the concept of free exchange or what is referred

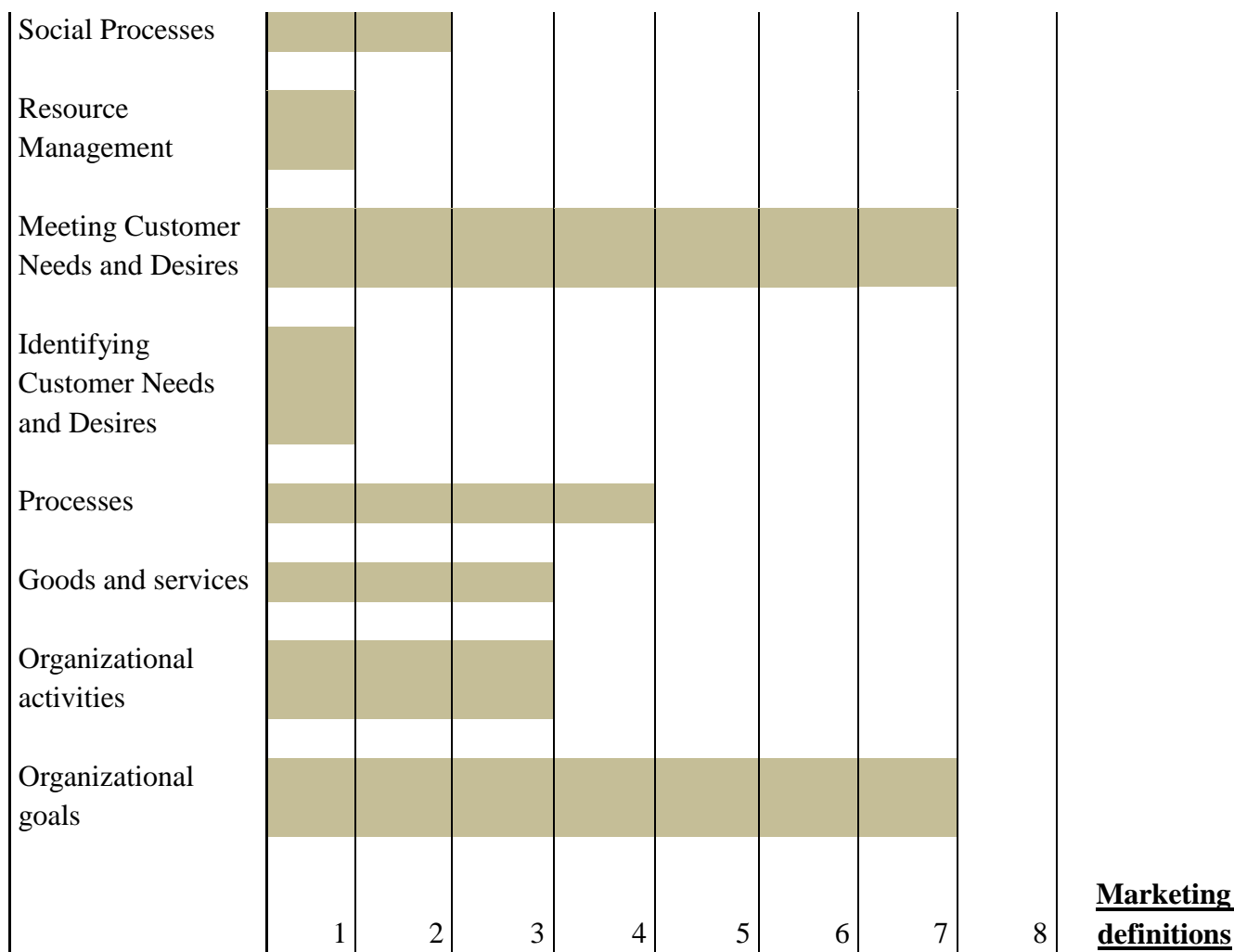
to in core marketing concepts as voluntary exchange. It's worth noting here that the exchange process is indicative of marketing only when three basic conditions are met:

1. The presence of exchange parties: An individual cannot engage in an exchange with themselves.
2. The presence of something of value to exchange parties: Both parties should benefit from the exchange process.
3. Voluntary participation in the exchange process: No pressure can be exerted on either party or both; otherwise, it ceases to be marketing.

In general, the parallel figure illustrates the most important topics that definitions focused on during this time period.

Figure Number 1-7: Marketing Definitions After the Year 2000

The issues that were emphasized									
Competitive Advantage	█	█							
Functions	█	█							
Relationship Management and Development	█	█	█	█					
Relationship Valuation	█	█	█						
Ideas	█	█							
Administrative Processes	█	█							
Exchanges	█	█							
Philosophy	█	█							
Values	█	█	█						
Environment	█								
Expanding Definitions	█	█	█	█	█				



Marketing definitions

Source: Prepared by the researcher based on the following sources:

Jordan Gamble, Audrey Gilmore, Danielle McCartan-Quinn, Paula Durkan, "The Marketing Concept in The 21st Century: A Review of How Marketing has been defined Since The 1960s," *The Marketing Review*, Vol. 11, No. 3, 2011, pp: 227-248.

Kotler, P., Keller, K.L., Brady, M., Goodman, M., & Hansen, T. "Marketing management." Harlow: Pearson Education Limited (2009).

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Hill, L., & O'Sullivan, T. "Foundation marketing" (Third edition). Harlow: Pearson Education Limited (2004).

Boone, L.E., & Kurtz, D.L. (2004). "Contemporary marketing" (Eleventh edition). Mason: Thomson South-Western.

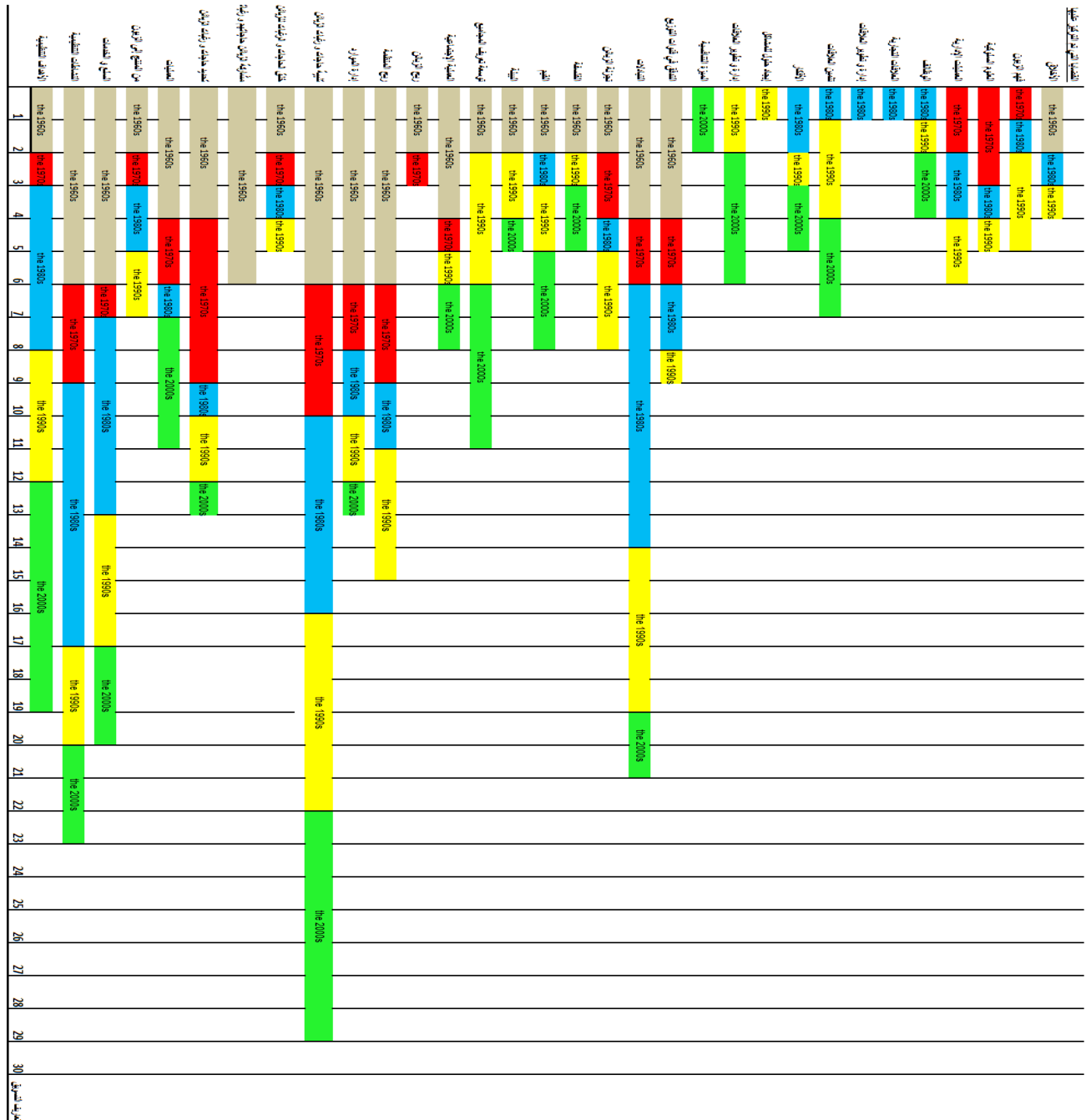
Through the figure above, it is evident that definitions of marketing during this period focused on meeting the needs and desires of customers on one hand and achieving

organizational objectives on the other. To a lesser extent, expanding the definitions related to marketing activities followed by relationship management and marketing processes.

6.Summary of Sample Definitions Across Previous Time Periods

Here, the researcher attempts to summarize all the above-mentioned axes representing the evolution of marketing definitions from 1947 to the present day, as illustrated in the following figure:

Figure 1-8: A Summary of Marketing Definitions from 1947 to 2011



Source: Prepared by the researcher based on the following sources:

Jordan Gamble, Audrey Gilmore, Danielle McCartan-Quinn, Paula Durkan, "The Marketing Concept in The 21st Century: A Review of How Marketing has been defined Since The 1960s," *The Marketing Review*, Vol. 11, No. 3, 2011, pp: 227-248.

Kotler, P., Keller, K.L., Brady, M., Goodman, M., & Hansen, T. "Marketing management." Harlow: Pearson Education Limited (2009).

Shultz II, C.J. "Marketing as constructive engagement." *Journal of Public Policy and Marketing*, 26(2) (2007), pp. 293-301.

Dibb, S., Simkin, L., Pride, W.M., & Ferrell, O.C. "Marketing: Concepts and strategies" (Fifth European edition). Boston: Houghton Mifflin Company (2006).

Hill, L., & O'Sullivan, T. "Foundation marketing" (Third edition). Harlow: Pearson Education Limited (2004).

Boone, L.E., & Kurtz, D.L. (2004). "Contemporary marketing" (Eleventh edition). Mason: Thomson South-Western.

Through this summary of selected marketing definitions over the period from 1947 to the present day, we can observe the main themes that these definitions have focused on. These themes include meeting the needs and desires of customers, followed by achieving the organization's goals and activities. The shortest definition of marketing, as presented by Kotler, is as follows: 'Marketing is meeting the needs and desires of customers while achieving the organization's goals.' After that, the focus is on exchanges, goods, and services, with exchange indicating the presence of two parties, each having something of value, participating in the exchange voluntarily. Goods and services represent the development and improvement of products through the product lifecycle theory. In general, new concepts related to marketing have emerged, focusing on social and environmental issues. This has paved the way for social and ethical responsibility and environmental marketing. This is what the researcher aims to investigate in further detail in the subsequent levels of the current study.

In line with this proposition, the requirements for success in marketing can be summarized as follows:¹

- 1- The customer purchases a benefit.
- 2- Achieving a balance between the interests of the client, the organization and society.
- 3- Preparing an effective marketing organization that achieves good communication.
- 4- Design marketing strategies and plans based on objectives.
- 5- Analysis of the organization's capabilities, opportunities and threats.
- 6- Study the environment and analyze its strengths and weaknesses.

¹ أبو جليل، محمد، إعداد الخطط التسويقية، كلية العلوم الإدارية والمالية، جامعة فيلادلفيا، 2017.

7- Knowing the needs and desires of current and potential customers and providing them with appropriate solutions.

8- Understanding the organization's mission and goals.

Question: What is active marketing?

Active Marketing : التسويق النشط

When meeting the customer's needs, it is possible to draw a distinction between responsive marketing, anticipatory marketing, and innovative marketing, where the responsive marketer finds needs and works to meet them, while the anticipatory marketer looks ahead to customer needs that may appear in the near future, while the innovative marketer discovers solutions for customers who did not ask for them, But they will be enthusiastic about it, so successful companies work successfully to formulate and shape the market for their own interests, instead of trying to be the best player, and work to change the rules of the game. In this context,²the company needs two skills in marketing:

1. Anticipate response to changes.
2. Innovative expectation to find creative solutions.

Active companies work to create new offerings to serve unmet customer needs, and successful companies may work to redesign relationships within the industry.

² Araujo, L & Gava, R. "The Proactive Enterprise: How to Anticipate Market Changes, Palgrave Macmillan Hampshire U.K.. 2012.