



SNS B-SPINE

Coimbatore-35  
An Autonomous Institution

DEPARTMENT OF MANAGEMENT STUDIES

23BAT607 – MARKETING MANAGEMENT

I YEAR I SEM

UNIT 1 – INTRODUCTION

TOPIC 4 – Evolution of Marketing

# Evolution of Marketing



# Barter System (Prehistoric to Ancient Times)



# Agricultural Revolution (10,000 BCE)



# Industrial Revolution (18th and 19th centuries)



# Mass Media and Advertising (20th Century)



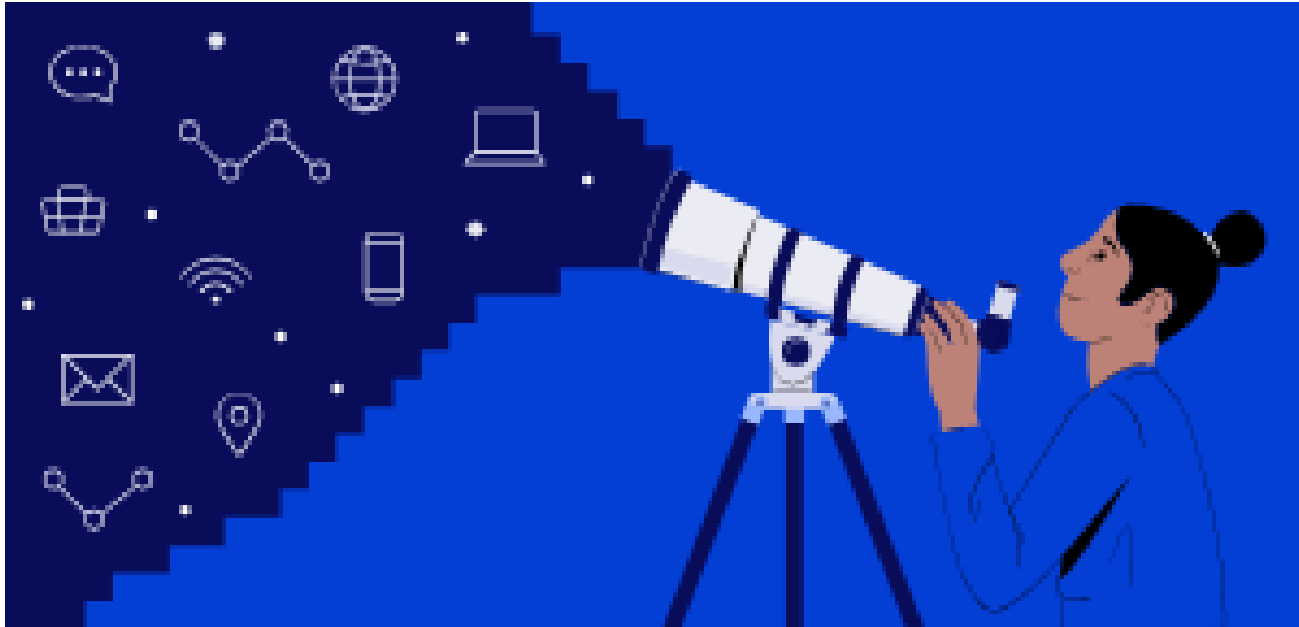


# Marketing Mix (1950s)



## 4Ps of Marketing Mix

# Digital Revolution (Late 20th Century - Present)





# Relationship Marketing (Late 20th Century - Present)





# Content Marketing (21st Century)



# Social Media Marketing (21st Century)



# Data-Driven Marketing (21st Century)



# Inbound Marketing (21st Century)



# Green and Ethical Marketing (21st Century)





# Evolution of Marketing Concepts

# Production Concept (Late 19th and Early 20th Century)





# Product Concept (Mid-20th Century)



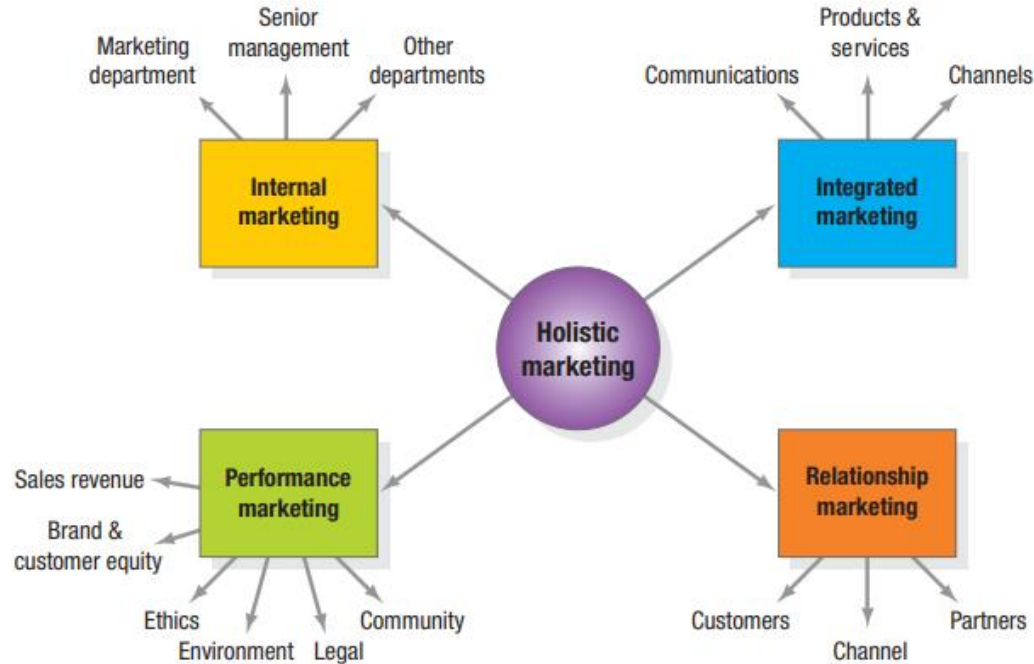
# Selling Concept (Mid-20th Century)



# Marketing Concept (Late 20th Century to the Present)



# Holistic Marketing Concept (Late 20th Century to the Present)





# Societal Marketing Concept (Late 20th Century to the Present)



INVITE REFERRALS



# Key Takeaways!