

History of Marketing

Digital Time Capsule

EXAMPLE

Note: Since this is an example, I have only included two events to demonstrate what sort of information I am looking for. You will need to complete 10.

1. Choose 10 events that you feel define key moments in the history of marketing.
2. Insert images below that represent each event.
3. Link these images to the slide that contains more information about the event that image represents. To link the image:
 - Select the image
 - Click on Insert at the top and then select “Link” from the dropdown menu (or use the shortcut CTRL+K)
 - In the box that opens up, click the “Slides in this presentation” option
 - Select the appropriate slide



History of Marketing Timeline

In the boxes below, list the dates/years each event occurred and the event itself in chronological order.

1450:
Printing
Press used
to print
advertisem
ents

1732:
New
England
Courant
newspaper
published.

Empty box for event description

Event #1: Printing Press Invented



To what extent did this event change the way marketers communicate with consumers? (e.g., Did it introduce new channels, shift brand messaging, or alter target audiences?)	The increase of literacy rates brought on by the invention of the printing press in 1440 created an opportunity for print advertising. This allowed businesses to market to all people and not to rely solely on word of mouth.
How did this event influence consumer behavior and buying patterns? (e.g., Did it increase brand loyalty, create new purchase trends, or alter price sensitivity?)	Businesses were able to reach out to consumers through printed material instead of relying on recommendations through word of mouth, thus increasing consumer purchases.
What new marketing strategies or techniques emerged as a result of this event? (e.g., Did it lead to new content formats, data-driven approaches, or innovative campaign executions?)	The invention of the printing press ushered in a new era for print advertising and created a wider market for it.
What ethical considerations arose from this event and how did they shape marketing practices? (e.g., Did it spark privacy concerns, influence data usage, or raise questions about cultural representation?)	Businesses had to be sure that their messaging was clear, concise, and appropriate for all consumers from all walks of life.
What lasting impact did this event have on the overall landscape of the marketing industry? (e.g., Did it reshape industry structures, disrupt existing business models, or fundamentally change the role of marketing in society?)	This event forever revolutionized marketing. Print advertising is still in use today, albeit not through the use of a printing press.

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Event #2: New England Courant Newspaper Published



To what extent did this event change the way marketers communicate with consumers? (e.g., Did it introduce new channels, shift brand messaging, or alter target audiences?)	This newspaper was one of the first examples of effective print advertising being found in the newspaper. This helped marketers communicate to all people directly in their homes.
How did this event influence consumer behavior and buying patterns? (e.g., Did it increase brand loyalty, create new purchase trends, or alter price sensitivity?)	People were able to receive information on all types of products and services while they were reading their paper, thus increasing consumer awareness of business' offerings.
What new marketing strategies or techniques emerged as a result of this event? (e.g., Did it lead to new content formats, data-driven approaches, or innovative campaign executions?)	Marketing strategies in the newspaper included things like engaging taglines and informative text so that consumers could learn about products from the comfort of their own home..
What ethical considerations arose from this event and how did they shape marketing practices? (e.g., Did it spark privacy concerns, influence data usage, or raise questions about cultural representation?)	Advertisers had to be sure to provide accurate, clear, and timely information.
What lasting impact did this event have on the overall landscape of the marketing industry? (e.g., Did it reshape industry structures, disrupt existing business models, or fundamentally change the role of marketing in society?)	While newspaper advertising has fallen out of popularity, it is still used today, and the concept of reaching consumers in their homes can be seen through other forms of advertising as well

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