

# History of Marketing

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Digital Time Capsule

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.

A horizontal timeline consisting of a black line with 10 brown circular markers. Below each marker is a black arrow pointing to one of 10 empty brown rectangular boxes, intended for recording dates and events in chronological order.

# Event #1:

## [Type title of event here]

*[Insert Image Here]*

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?)	
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?)	
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?)	
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?)	
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?)	

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*[Insert Image Here]*

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