Week 1 Lecture

Introduction

The Week 1 slide presentation highlights some of the key concepts of Week 1 including the fundamental question of "What is marketing?"

View the [Week 1 Presentation](https://ashford.instructure.com/courses/96962/files/17207868/download?wrap=1)[Download Week 1 Presentation](https://ashford.instructure.com/courses/96962/files/17207868/download?download_frd=1)(PDF)

Forbes Video

A.G. Lafley is the twice former CEO of Procter & Gamble, one of the world’s largest and most respected marketers. Think brands like Charmin, Cover Girl, Crest, Duracell, Pampers, Tide and many more.

As you watch this video, listen for Lafley’s take on…

* the fundamental measure of winning for most any business
* how marketing strategy constitutes "a choice to win"
* the timeless strategies that underlie successful marketing efforts
* how a brand can become a promise

More links to explore (& Maybe ads galore).

Assuming your browser is not blocking them, you may also see YouTube ads (as this is how they make their money!). Note how your browsing history dictates what ads are shown, unlike your TV. Dismiss the ads as you see fit.

Watch the following video:

To access a transcript for this video, visit [https://youtu.be/FlurK3Le (Links to an external site.)](https://youtu.be/FlurK3LeTpg)

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| The Forbes Quotable Marketer |

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| Chapter 1 Case Study: New Albanian Brewing (craft beer industry) |

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| Resources |

(0:21) [Biographical Data on A.G. Lafley (Links to an external site.)](https://www.pg.com/content/pdf/01_about_pg/overview_facts/executive_biographies/alan_lafley.pdf)

(0:39)[A.G. Lafley's Recent Book Is A Leader's Guide To Building An Everyday Strategic Practice (Links to an external site.)](http://www.forbes.com/sites/berlinschoolofcreativeleadership/2014/03/21/a-g-lafleys-recent-book-is-a-leaders-guide-to-building-an-everyday-strategic-practice/#2a132cfd7db3) Forbes article

(1:39) [Procter & Gamble Brands (Links to an external site.)](http://us.pg.com/our_brands) webpage

(2:55) [P&G Tops List Of Most Effective U.S. Advertisers (Links to an external site.)](http://www.forbes.com/sites/jenniferrooney/2012/05/24/pg-tops-list-of-most-effective-u-s-advertisers/#2807ad8549b9) Forbes article

(4:49)[P&G History Reel (Links to an external site.)](https://www.youtube.com/watch?v=Kf0Dk6FX7h4) video

(7:49) [Touching Lives, Improving Life: Why Innovation Matters and How to Make it Work  (Links to an external site.)](https://www.pg.com/en_US/downloads/company/purpose_people/touching_lives_improving_life.pdf)P&G CEO speech transcript

(8:04)[P&G Olay (Links to an external site.)](https://www.olay.com/) website

(11:21) [After Steadying Ship, A.G. Lafley Steps Down At Procter & Gamble (Links to an external site.)](http://www.forbes.com/sites/antoinegara/2015/07/28/after-steadying-ship-a-g-lafley-steps-down-at-procter-gamble/#1a9b17fc67a6) Forbes article