

## **MKTG 525 Week 1 Discussion: Value Creation and Customer Engagement**

- What is a market offering? Give a recent example of a market offering that has satisfied your need or want.
- How do customer relationship management and customer-perceived value affect customer satisfaction?

### **Version 1**

#### **What is a market offering?**

In our Principles of Marketing textbook, we see the definition of a market offer as a offer that is formed by combination of a wide spread array of multiple things that commonly contain services, products and or information about a certain topic. The people aka consumers who visit any website or store, go with the intention of purchasing a specific idea, outfit, service, ETC. Therefore, most stores and websites have created membership clubs and newsletters, commercials, ads in order to catch the attention of these consumers and or remind them what store/website can satisfy their wants and needs. In my personal experience from working at a retail store (Nike) and being sponsored by them has shown me firsthand how important and productive marketing offers can be great for building your email list of engaged and interesting