

CHAPTER OVERVIEW

6: Creating Offerings

People buy things to solve needs. In the case of the iPod, the need is to have better access to music, to look cool, or both. Offering are products and services designed to deliver value to customers—either to fulfill their needs, satisfy their “wants,” or both. We discuss people’s needs in other chapters. In this chapter, we discuss how marketing fills those needs through the creation and delivery of offerings.

[6.1: What Composes an Offering?](#)

[6.2: Types of Consumer Offerings](#)

[6.3: Types of Business-to-Business \(B2B\) Offerings](#)

[6.4: Branding, Labeling, and Packaging](#)

[6.5: Managing the Offering](#)

[6.6: Discussion Questions and Activities](#)

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