

# THE HISTORY OF MARKETING PRINCIPLES TEXTBOOKS

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According to Robert Bartels, it was 1910 before the term "marketing" was added to the familiar terms "distribution," "trade," and "commerce." When Ralph Starr Butler attempted to organize a course in selling at the University of Wisconsin integrating diverse activities such as personal selling, advertising and distribution, he used "marketing" in the title. To designate this field of business activity, he decided on the phrase "marketing methods." He used "Marketing Methods" as the name of his first class and published six printed pamphlets as the first principles of marketing teaching materials in 1911. Butler was quickly followed by H. W. Shaw in generalizing about marketing principles. Shaw's 1915 book, entitled Some Problems in Market Distribution, identified production, distribution and facilitating functions. Butler and Shaw deserve a great deal of credit for providing our earliest generalizations concerning marketing and establishing marketing principles as a university course.

Hundreds of marketing principles texts have been published over the last eighty-seven years. I have identified twenty-five texts that are representative of changes in the course and the development of marketing thought. These texts are included in Table 1 with a brief explanation concerning their significance. My purpose is to use these twenty-five books to look at four major periods in the development of principles of marketing texts.

## 1910-1930 — Development of Marketing Concepts

Ralph Starr Butler, H. W. Shaw and L. D. H. Weld developed early generalizations about marketing from their knowledge about the practice of marketing. Their pamphlets, texts and articles were the major teaching materials for principles of marketing between 1910 and 1920. In the 1920's a number of significant comprehensive principles of marketing texts were published. Between 1920 and 1922, principles texts by Paul Converse, Paul Ivey, Fred Clark and Paul Cherington established marketing as a defined university course. In the early 1920's, general agreement was being reached about what are the important concepts of marketing and the methods of instruction. Each of these four early books in Table 1 contributed to the study of the new field of marketing. For example, Cherington identified marketing functions and marketing as activities. Ivey was the first text to use the principles of marketing title. Clark's Principles of Marketing text, published in 1922, was widely used until 1962. The adaptations of the Converse text were used in teaching marketing until 1965. The fact that these early texts were used for so many years indicates that the conceptualization of marketing thought was in its golden years between 1910 and 1930.

## 1930-1940 — Specialization and an Emphasis on Commodities and Institutions

Following the 1910-1930 period of integration and development of marketing as a field of study, text writers became concerned with specialized studies of industry practice. Typical books included R. F. Breyer's Commodity Marketing in 1931 and The Marketing Institution in 1934. This represents a movement to teach principles of marketing by the commodity and institutional approach.

While some of the texts from the 1920's were being revised, new texts including Paul Converse's Elements of Marketing and C. F. Phillips' Marketing continued the tradition of a balanced, well-integrated approach to marketing principles. Agnew, Jenkins and Drury developed the successful Outlines of Marketing which attempted to condense and simplify the subject of marketing to be student friendly. It seemed evident by the end of the 1930's that the next major period in the development of principles of marketing thought would lead to more integration and reconceptualization to provide a coherent framework for teaching principles of marketing.

#### **1940-1960 — Development of a Managerial Approach**

A text published by Alexander, Surface, Elder and Alderson in 1940 focused on marketing as a management function. While most principles of marketing texts used between 1940 and 1960 were revisions of texts published in the 1920's and 30's, a number of advanced marketing texts were published that established the foundation for a managerial framework. Books such as Marketing Management by D. W. Phelps and Management of Physical Distribution and Transportation by Charles Taff positioned marketing as an important managerial function related to strategic decision making. Numerous articles in the Harvard Business Review, Journal of Marketing, and other respected academic publications voiced a need for marketing to be viewed from a managerial perspective.

#### **1960-1997 — Commercialization and Support of the Customer (Faculty and Students)**

The call for managerial marketing at the principles level was answered by E. J. McCarthy's Basic Marketing: A Managerial Approach. This was the first highly successful managerial framework textbook used for principles classes. W. S. Stanton's Fundamentals of Marketing was the second major successful managerial text, and within ten years these two texts controlled over 60% of the principles text market. Nearly all texts that have followed in the 1960-1997 period have maintained a managerial perspective and have attempted to refine, integrate and improve marketing thought from a managerial perspective. As new texts were introduced, such as Boone and Kurtz in 1974, Pride and Ferrell in 1977, Kotler and Armstrong in 1980, and Evans and Berman in 1982, the managerial framework remained, but increasing emphasis on teaching packages began to dominate competition. Publishers played a more significant role in assessing professor and student needs and providing services. Co-authorship was more typical than in earlier time periods because of the heavy work load in developing a comprehensive teaching package.

Beginning in the 1970's, many new advances in the design of texts and teaching materials resulted in improved instructional resources for principles of marketing. Many successful authors spend as much time on ancillaries as they spend revising their texts to support teaching in the classroom. There is general agreement on topics and subject matter, with a race to add new topics such as the Internet, quality, ethics, diversity and relationship marketing as these topics gained acceptance in the business world. Today, principles books are more driven by knowledge about marketing best practices than by academic research. As we near the end of the twentieth century, the managerial approach remains as our major framework in principles of marketing texts. With a consolidation of publishing companies and the expense of publishing a new book, there will probably be fewer new books in the future.

**TABLE 1**  
**History of Marketing Principles Texts 1911-1997**

1911	Ralph Starr Butler Course:	<p><u>Marketing Methods</u> <i>Six Printed Pamphlets, 1911,</i> <i>Revised as a text, 1917</i> <u>Marketing Methods and Policies</u></p>
1915	H.W. Shaw	<p><u>Some Problems in Market Distribution</u> <i>(identified production, distribution and facilitating function)</i></p>
1916	L. D. H. Weld	<p><u>Marketing of Farm Products</u> <i>(Established commodity, institutional and functional approaches to study marketing.)</i></p>
1920	Paul Cherington	<p><u>The Elements of Marketing</u> "marketing Functions," "Marketing as Activities"</p>
1921	Paul Converse	<p><u>Marketing: Methods and Policies</u> ("Marketing function" and integrated marketing thought")</p>
1921	Paul Ivey	<p><u>Principles of Marketing</u> <i>(first Principles title - never revised)</i></p>
1922	Fred Clark	<p><u>Principles of Marketing</u> <i>Revised 1932, 1942, 1962</i></p>
1927	Maynard, Weidler, Beckman	<p><u>Principles of Marketing</u> <i>(First co-authored book with "a desire for a teachable text)</i></p>
1930	Paul Converse	<p><u>Elements of Marketing</u> <i>2nd Edition with Huegy 1940</i> <i>6th Edition with Mitchell 1958</i> <i>7th Edition 1965</i> <i>(one of the most successful comprehensive texts)</i></p>
1931	Breyer, R. F.	<p><u>Commodity Marketing</u></p>
1934	Breyer, R. F.	<p><u>The Marketing Institution</u> ("marketing principles by the Commodity and Institutional Approach")</p>
1936	Agnew, Jenkins, Drury	<p><u>Outlines of Marketing</u> <i>3rd Revision 1950</i> <i>(condensed and simplified the subject)</i></p>

- 1938 Phillips, C. F. Marketing  
*Revised 1948 with Duncan*  
*Revised 1968, 7th Edition*  
*(most successful text written in the 1930's)*
- 1940 Alexander, Surface,  
Eder and Alderson Marketing  
"The Concept of Marketing as a Management  
Function"
- 1960 McCarthy, E. J. Basic Marketing: A Managerial Approach  
*(first managerial framework)*
- 1964 Stanton, W. S. Fundamentals of Marketing  
*(second major managerial text)*
- 1974 Boone and Kurtz Contemporary Marketing  
*(readable, teachable, fun for the student - cartoons)*  
*1995 8th Edition*
- 1977 Pride and Ferrell Marketing: Concepts and Decision  
*(most comprehensive teaching package with first  
computerized test bank and computerized student  
self-study)*  
*1997 10th Edition*
- 1980 Kotler and Armstrong Principles of Marketing  
*1996 7th Edition*
- 1982 Evans and Berman Marketing  
*1997 7th Edition*
- 1984 Zikmund and d'Amico Marketing  
*1996 5th Edition*
- 1986 Berkowitz, Kevin,  
Hartley and Redelius Marketing  
*1997 5th Edition*
- 1991 Lamb, Hair, and McDaniel Principles of Marketing  
*1996 3rd Edition*
- 1995 Bearden, Ingram and LaForge Marketing Principles and Perspectives  
*1998 2nd Edition*
- 1995 Churchill and Peter Marketing  
*1998 2nd Edition*