

Needs, Maslow's Hierarchy of Needs and Marketing



Maslow's Hierarchy of Needs

Underlying needs that humans require for survival

- Food
- Water
- Sleep
- etc.



Maslow's Hierarchy of Needs

Need to feel safe

- Physically
- Financially
- Employment
- Health
- etc.



Maslow's Hierarchy of Needs

Need to feel social
connection to others

- Family
- Friends
- Co-workers
- etc.



Maslow's Hierarchy of Needs

Desire to have respect and
be respected by others

- Self-esteem
- Self-confidence
- Sense of achievement
- etc.



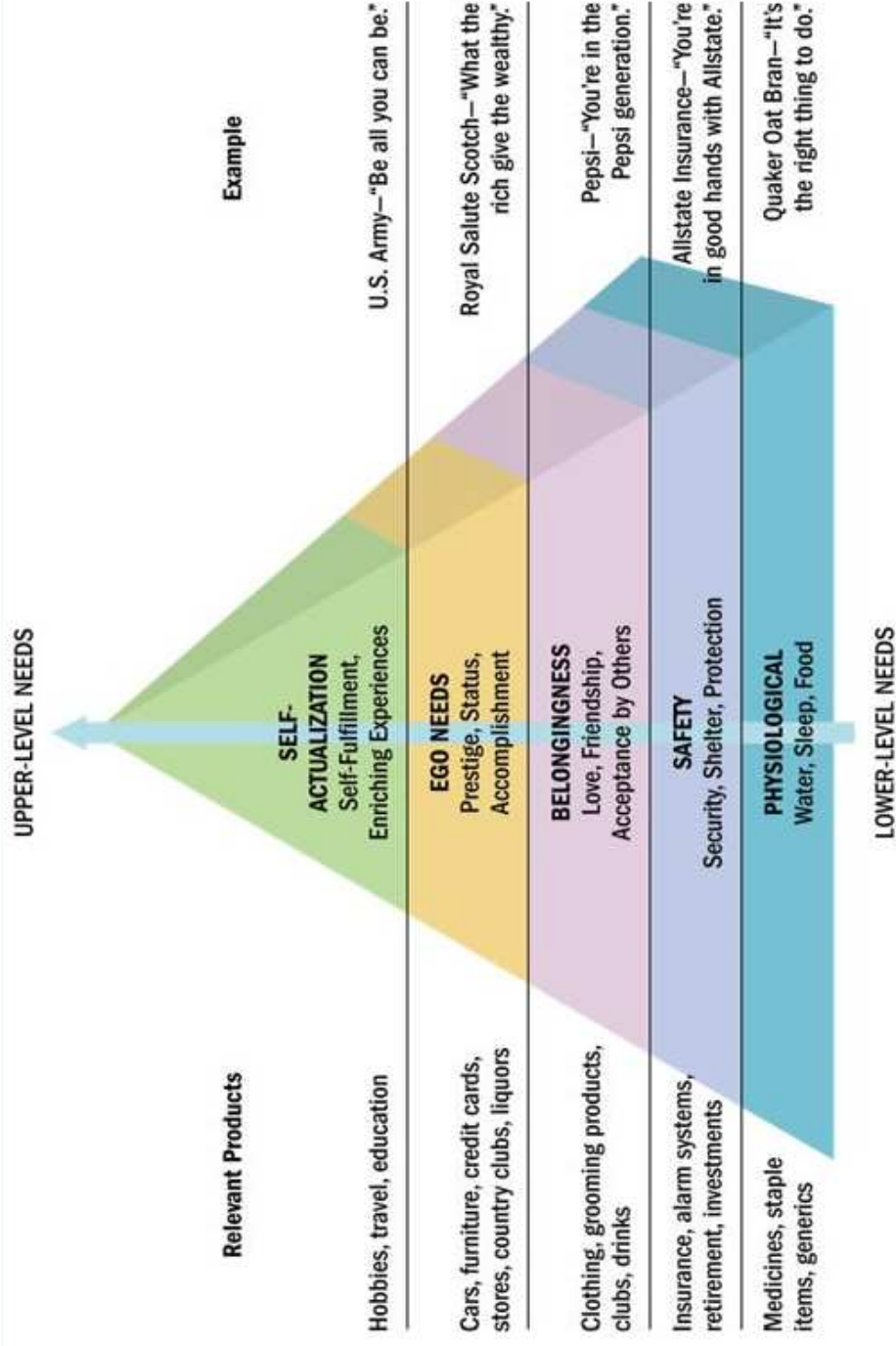
Maslow's Hierarchy of Needs

Realizing one's full potential

- Intellectual
- Creative
- Social
- etc.



Maslow's Hierarchy of Needs



Assignment:

- Download Maslow Hierarchy of Needs MS-Word document from class blog
- Think of 3 products for each of the stages
- Using textboxes, include the product name, logo and their slogan which suggests the stage
- Save using naming convention described on blog
- This assignment is out of 10 marks – 5 for content, 5 for formatting – make it look GOOD!