

THE 'OTHER HALF OF MARKETING', REDUX

Russell W. Jones, College of Business, University of Central Oklahoma, Edmond, OK 73034
(405) 974-2151, rjones@ucok.edu

Ralph W. Parrish, College of Business, University of Central Oklahoma, Edmond, OK 73034
(405) 974-2812, rparrish@ucok.edu

Nancy Ryan McClure, College of Business, University of Central Oklahoma, Edmond, OK 73034
(405) 974-5555, nmcclure@ucok.edu

ABSTRACT

Almost 50 years ago, Professor Converse called for the re-integration of distribution activities into the domain of marketing. Despite repeated urgings of the past five decades, the chasm between the physical and behavioral aspects of marketing continues to widen. This manuscript provides a review of the literature in the years following Professor Converse's landmark speech, explores the past and present treatment of physical distribution and logistics activities in the publications, conferences, and classrooms of marketing, and once again calls for re-integration.

In 1954 Paul D. Converse delivered a speech entitled "The Other Half of Marketing" to an audience primarily interested in the distribution of products (Converse 1954). In his speech, Converse pointed out that at its most elementary level, marketing involved only two groups of activities. The first group involved those that were promotional in nature and included such things as buying, selling, creating desires and the demand for goods, and the transfer of the title to goods when they were sold. The second group was those that were distributive in nature and included such things as the physical handling of goods, the storage of the goods as necessary, and the transporting of goods. Professor Converse reported that marketing academics and practitioners had paid a great deal more attention to promotion activities than they had to distribution activities during the first 50 years of marketing's existence.

The Converse speech was important for at least two reasons. First, it pointed out that 50 years after the domain of marketing had been defined, the development of knowledge had not advanced evenly across the discipline. In the area of distribution functions, the contributions made by marketers had been extremely limited. Second, the speech might be identified as the specific point in time during which a group of activities devoted to demand satisfaction began to emerge as a new, independent discipline (Drucker 1962; Bartels 1962; Bowersox 1969; Jones

1977; Lambert and Cook 1983). Now, almost 50 years since Professor Converse's speech, the schism between the demand creation and the demand satisfaction activities of marketing appears to be even more pronounced.

Despite their best efforts, these authors have apparently failed to rekindle the interest of mainstream marketing scholars in "The Other Half of Marketing." One need only scour the marketing discipline's primary journals, conferences, and textbooks to realize how neglected the topic continues to be.

REFERENCES

- Bartels, Robert (1962), *The Development of Marketing Thought*, Homewood, Illinois: Richard D. Irwin, Inc.
- Bartels, Robert (1976), *The History of Marketing Thought*, Homewood, Illinois: Richard D. Irwin, Inc.
- Bartels, Robert (1982), "Marketing and Distribution are not Separate," *International Journal of Physical Distribution and Materials Management*, vol. 12, no. 3, p.p. 3-10.
- Bartels, Robert (1983), "Is Marketing Defaulting Its Responsibilities?" *Journal of Marketing*, vol. 47 (fall), p.p. 32-35.
- Bowersox, Donald J. (1969), "Physical Distribution Development, Current Status, and Potential," *Journal of Marketing*, (Jan), vol. 33, no. 1, p.p. 63-70.
- Bowersox, Donald J. (1989), "Special Section Editor's Comments," *Journal of the Academy of Marketing Science*, (winter), vol. 17, no. 1, p.p. 51-52.
- Bowersox, Donald J. et al. (1996), "Comments from the Special Issue," *Journal of Marketing - THEORY and PRACTICE*, (spring), vol. 4, no. 2, Editor's Comments.

- Converse, Paul D. (1954), "The Other Half of Marketing," Twenty-Sixth Boston Conference on Distribution, Boston; Boston Trade Board, p.p. 22-25, reprinted in Alfred L. Seelye, ed., *Marketing in Transition*, New York; Harper & Row, 1958, p.p. 114-121.
- Definitions Committee of the American Marketing Association (1948), "1948 Report," *Journal of Marketing*, (Oct), p.p. 202-217.
- Drucker, Peter (1962), "The Economy's Dark Continent," *Fortune*, (Apr), vol. 65, no. 4, p.p. 103, 265, 266, 268, and 270.
- Ferguson, Wade (1983), "An Evaluation of Journals That Publish Business Logistics Articles," *Transportation Journal*, (summer), vol. 22, p.p. 69-72.
- Frazier, Gary L. (1999), "Organizing and Managing Channels of Distribution," *Journal of the Academy of Marketing Science*, (spring), vol. 27, no. 2, p.p. 226-240.
- Gentry, Julie J., Benjamin J. Allen & David B. Vellenga (1995), "Affiliation of Authors in Transportation and Logistics Academic Journals--Revisited," *Transportation Journal*, (spring), vol. ??, p.p. 54-62.
- Hult, G. Thomas, William T. Neese, and R. Edward Bashaw (1997), "Faculty Perceptions of Marketing Journals," *Journal of Marketing Education*, (spring), vol. 19, no. 1, p.p. 37-52.
- Jones, J. Richard (1977), "The Other Half of Marketing: Real World Fact and Academicians Fable?," *Southern Marketing Association Proceedings*, p.p. 247-249
- Jones, J. Richard (1992), "Transportation: Retrospective and Prospective," *Journal of Marketing - THEORY and PRACTICE*, (fall), vol. 1, no. 1, p.p. 40-51.
- Kotler, Philip & Sidney J. Levy (1969a), "Broadening the Concept of Marketing," *Journal of Marketing*, (Jan), vol. 33, no. 1, p.p. 10-15.
- Kramer, Walter (1962), "Distribution As a Whole," *Journal of Marketing*, (Jan), vol. 26, no. 1, p.p. 120-121.
- Lambert, Douglas M. & Robert L. Cook (1983), "Marketing and Logistics: In Need of Integration," *Southern Marketing Association Proceedings*, p.p. 121-125.
- Lazer, William (1962), "Distribution and The Marketing Mix," *Transportation and Distribution Management*, (Dec), vol. 2, p.p. 12-17.
- Luck, David J. (1969), "Broadening the Concept of Marketing - Too Far," *Journal of Marketing*, (Jul), vol. 33, no. 3, p.p. 53-55.
- Luck, David J. (1974), "Social Marketing: Confusion Compounded," *Journal of Marketing*, (Oct), vol. 38, no. 4, p.p. 70-72.
- Malhotra, Naresh K., Mark Peterson, & Susan Bardi Kleiser (1999), "Marketing Research: A State-of-the-Art Review and Directions for the Twenty-First Century," *Journal of the Academy of Marketing Science*, (spring), vol. 27, no. 2, p.p. 160-183.
- Mentzer, John T. (1981), "Logistics Modeling in the 1980's: A Decade of Challenges," *Developments in Marketing Science*, Academy of Marketing Science, vol. 4, p.p. 156-160.
- Mentzer, John T., Roger Gomes, & Roger E. Krapfel, Jr. (1989), "Physical Distribution Service: A Fundamental Marketing Concept?," *Journal of the Academy of Marketing Science*, (winter), vol. 17, no. 1, p.p. 53-62.
- Murphy, Paul R. & Richard F. Poist (1994), "The Logistics-Marketing Interface: Marketers Views on Improving Cooperation," *Journal of Marketing - THEORY AND PRACTICE*, (spring), vol. 2, no. 2, p.p. 1-13.
- Perreault, William D., Jr. & Frederick A. Russ (1974), "Physical Distribution Service: A Neglected Aspect of Marketing Management," *MSU Business Topics*, (summer), p.p. 37-45.
- Rinehart, Lloyd M., M. Bixby Cooper, & George D. Wagenheim (1989), "Furthering the Integration of Marketing and Logistics Through Customer Service in the Channel," *Journal of the Academy of Marketing Science*, (winter), vol. 17, no. 1, p.p. 63-71.
- Sharman, Graham (1984), "The Rediscovery of Logistics," *Harvard Business Review*, (Sep-Oct), p.p. 71-79.

Speh, Thomas W. & Michael D. Hutt (1978), "The Other Half of Marketing: Lost or Found?," *Southern Marketing Association Proceedings*, p.p. 332-335.

Stafford, Thomas F. (1996), "Logistics, Revisited," *Academy of Marketing Science News*, (Apr), vol. 17, no. 2, p. 5.