

## Lecture 1

### Objectives

#### Define marketing

*Activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society and large!*

#### Define the role of marketing in organizations



#### Describe four marketing management philosophies

**Marketing Concept:** ideas that the social and economic justification for an organization's existence is the satisfaction of customer wants and needs while meeting organizational objectives

**Production =** What can we make or do best?

**Sales =** How can we sell more aggressively?

**Market =** What do customers want/need?

**Value =** What do customers value ( benefits - cost)?

**Describe several reasons for studying marketing:** Important to society, important to business, good career opportunities

#### 1. What is Marketing?

- a) **Definition:** Activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and

# Marketing Study Guide

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