

An Overview of Marketing

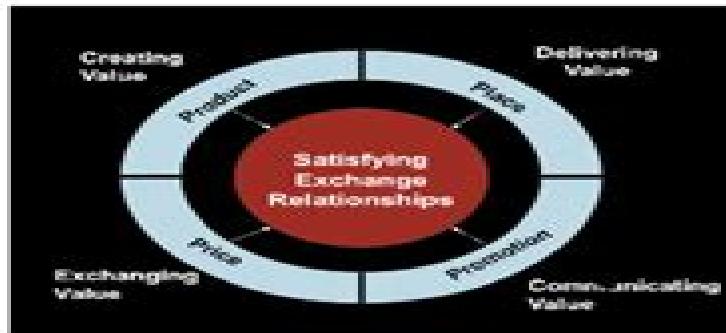
Lecture 1

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 for!

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

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Marketing Study Guide Geoff Lancaster, 2018-12-17

This comprehensive book is a core text that covers all areas of marketing It is written in a straightforward style and is intended for diploma and degree level students who are studying the subject for the first time It gives guidance on how to study for exam success and extend knowledge by setting personal objectives and collecting information to revise effectively Advice on how to pass marketing examinations is given through typical questions suggested solutions and comments from marketing examiners The book discusses consumer and organizational buyer behaviour segmentation targeting product and service positioning pricing channels of distribution logistics advertising sales promotion public relations product issues e marketing sales forecasting and marketing research and information systems Strategic issues like portfolio analysis reverse marketing and stages of the marketing planning process and its place in the corporate plan are explained Furthermore key definitions marketing theories with author references explanatory figures diagrams and examples of marketing practice are also provided

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Marketing Principles (Speedy Study Guides) Speedy Publishing,2015-05-25

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Learning Corporation,2020-03-15 *Marketing* Joel R. Evans,Barry Berman,1990-01-01 *Foundations of Marketing* ,2004

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Roger A. Kerin,Eric N. Berkowitz,Steven W. Hartley,William Rudelius,2005-04 The Study Guide enables the students to learn and apply marketing principles instead of simply memorizing facts for an examination The Study Guide includes chapter outlines for student note taking sample tests critical thinking questions and flash cards

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