

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

William M. Pride



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