

What is Marketing Note Taking Guide

Learning Objectives:

- Define marketing and describe the scope of marketing
- Explain why the study of marketing is important
- Explain the marketing concept
- Identify products and services that benefit from marketing

What is Marketing?

- According to the American Marketing Association, "marketing is the activity, set of institutions, and processes for Creating communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."
- That's a long way to say that marketing is based on creating and maintaining relationships between producers and consumers!
- Marketing involves the process of planning, pricing, promoting, selling and distributing goods or services to create exchanges that satisfy customers.
- Marketing is essentially the process of planning and coordinating the activities that fall under the marketing umbrella (known as the marketing functions)

Understanding Marketing

- At its core, marketing seeks to take a product or service, identify its ideal customers, and draw the customers' attention to that product or service.
- Basically, marketing seeks to match a company's products to services who want those products. Matching products to customers ultimately ensures profitability for a company.

Ok, so in your own words, what is marketing? Jot down your answer in the space below. I think marketing is the process of different companies trying to promote their products/services to make a profit. To do this they keep relationships with influencers and have advertisements. Lastly, I think marketing is the process that

Marketing Note Guide

Ying Liu



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