

iMAGINATION INC.
A CAREER ACADEMY WITH A DIFFERENCE

What is Marketing

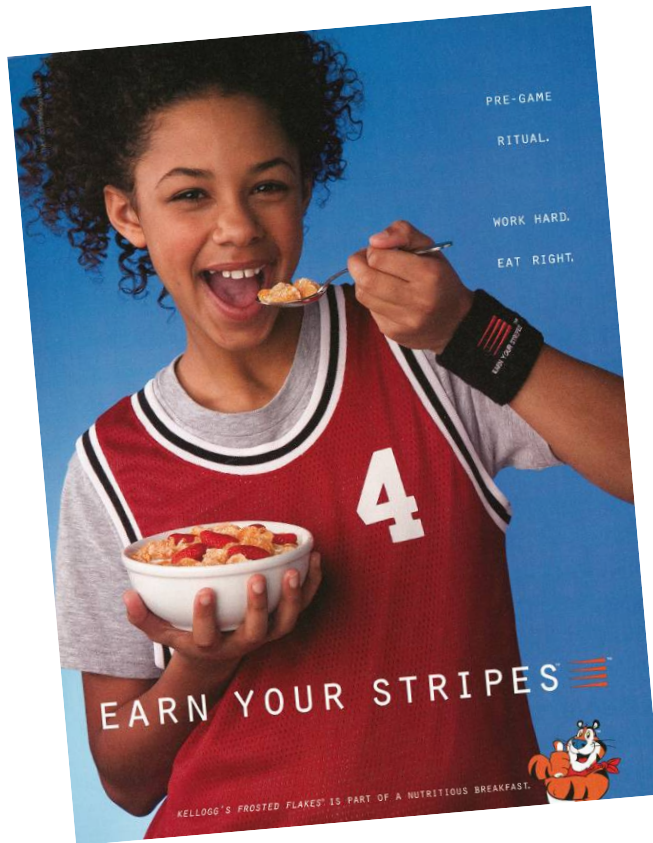
iMAG

LAKE REGION HIGH



What is Marketing

The process of **developing, promoting,** and **distributing** products to satisfy customers' needs and wants.



What is Marketing

Products

goods and services that
have monetary value

What is Marketing

Goods – things you can touch or hold



- Cars
- Electronics
- Home furnishings
- Foods

What is Marketing

Services – you can't physically touch
non-tangible tasks performed for a
customer

- Automotive repair
- Hair styling
- Legal aid
- Financial consulting

What is Marketing

Marketing is based on Exchange



Marketing connects business' to their customers.

What is Marketing

Exchange

An exchange takes place every time something is sold in the marketplace.



What is Marketing

EXCHANGE

When the producer is someone other than the consumer, some form of exchange takes place

What is Marketing

Foundations of Marketing

- Business, Management, Entrepreneurship
 - Communication, and Interpersonal Skills
 - Economics
- Professional Development

What is Marketing

Functions of Marketing

Activities that work together to get goods and services from producers to consumers



What is Marketing

Distribution:

Deciding where and to whom products need to be sold to reach the final users.



What is Marketing

Financing Getting the money necessary to operate a business.



What is Marketing

Marketing Information Management

Getting information to make sound business decisions. Usually obtained through marketing research



What is Marketing

Pricing: How much to charge to maximize profits



What is Marketing

Product Service Management

Obtaining, developing, maintaining, and improving a product or a product mix in response to market opportunities.

What is Marketing

Promotion:

Communicating with potential customers to inform, persuade, or remind them about a business's products



What is Marketing

Selling:

Planned, personalized communication that influences purchasing decisions



What is Marketing

Businesses must satisfy customers' needs and wants in order to make a profit