

Chapter 1

Marketing Concepts

By the end of this chapter, you will be able to

- define the basic nature and scope of marketing
- distinguish between industrial and consumer goods and services
- identify and describe the current priorities in marketing strategies
- summarize the impact of the marketing mix on a marketing campaign
- describe key marketing activities
- demonstrate an understanding of the marketing concept
- outline the key steps and stages in the creation of a marketing plan
- begin to develop a personal plan to acquire the skills necessary for success in a chosen marketing career

Before You Begin

What do you think of when you hear the word “marketing”? Make a list of words or phrases that you associate with marketing. Save the list.

