

# SAINTS OPEN COURSEWARE FOR BUSINESS STUDIES

## Marketing

Marketing is defined by the American Marketing Association as "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."

The Chartered Institute of Marketing defines marketing as "the management process responsible for identifying, anticipating and satisfying customer requirements profitably."

There are four activities, or components, of marketing:

1. **Creating.** The process of collaborating with suppliers and customers to create offerings that have value.
2. **Communicating.** Broadly, describing those offerings, as well as learning from customers.
3. **Delivering.** Getting those offerings to the consumer in a way that optimizes value.
4. **Exchanging.** Trading value for those offerings.

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## Reference: Principles of Marketing

<b>Chapter 1</b>	Study Material	Revision Notes	Exam Material
<b>What is Marketing?</b>	<u>✓</u>		
<b>Chapter 2</b>	Study Material	Revision Notes	Exam Material
<b>Strategic Planning</b>	<u>✓</u>		
<b>Chapter 3</b>	Study Material	Revision Notes	Exam Material
<b>Consumer Behavior: How People Make Buying Decisions</b>	<u>✓</u>		
<b>Chapter 4</b>	Study Material	Revision Notes	Exam Material
<b>Business Buying Behavior</b>	<u>✓</u>		
<b>Chapter 5</b>	Study Material	Revision Notes	Exam Material
<b>Market Segmenting, Targeting, and Positioning</b>	<u>✓</u>		
<b>Chapter 6</b>	Study Material	Revision Notes	Exam Material
<b>Creating Offerings</b>	<u>✓</u>		
<b>Chapter 7</b>	Study Material	Revision Notes	Exam Material
<b>Developing and Managing Offerings</b>	<u>✓</u>		

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<b>Chapter 8</b>	Study Material	Revision Notes	Exam Material
<b>Using Marketing Channels to Create Value for Customers</b>	✓		
<b>Chapter 9</b>	Study Material	Revision Notes	Exam Material
<b>Using Supply Chains to Create Value for Customers</b>	✓		
<b>Chapter 10</b>	Study Material	Revision Notes	Exam Material
<b>Gathering and Using Information: Marketing Research and Market Intelligence</b>	✓		
<b>Chapter 11</b>	Study Material	Revision Notes	Exam Material
<b>Integrated Marketing Communications and the Changing Media Landscape</b>	✓		
<b>Chapter 12</b>	Study Material	Revision Notes	Exam Material
<b>Public Relations, Social Media, and Sponsorships</b>	✓		
<b>Chapter 13</b>	Study Material	Revision Notes	Exam Material
<b>Professional Selling</b>	✓		
<b>Chapter 14</b>	Study Material	Revision Notes	Exam Material
<b>Customer Satisfaction, Loyalty, and Empowerment</b>	✓		
<b>Chapter 15</b>	Study Material	Revision Notes	Exam Material
<b>Price, the Only Revenue Generator</b>	✓		
<b>Chapter 16</b>	Study Material	Revision Notes	Exam Material
<b>The Marketing Plan</b>	✓		