

# 1

## CREATING CUSTOMER RELATIONSHIPS AND VALUE THROUGH MARKETING

### I. WHAT IS MARKETING? [LO1]

#### Marketing: Delivering Value to Customers [LO 1-1]

- The American Marketing Association (AMA) represents those involved in the development and practice of marketing worldwide. It defines marketing 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.”
- To serve both buyers and sellers, marketing seeks to:
  - a. Discover the needs and wants of prospective customers.
  - b. Satisfy these needs and wants.
- Prospective customers include:
  - a. Individuals buying for themselves and their households.
  - b. Organizations that buy for their own use or for resale.
- **Exchange:**
  - a. Is the trade of things of value between a buyer and a seller so that each is better off after the trade.
  - b. Is the key to discovering and satisfying consumer needs and wants.

### II. HOW MARKETING DISCOVERS AND SATISFIES CONSUMER NEEDS [LO 1-2]

#### Discovering Consumer Needs

- Marketing’s first objective: discover the needs of prospective consumers. Marketers use surveys, concept tests, crowdsourcing, and other tactics to better understand consumer ideas.
- Consumers may not always know or be able to describe what they need or want. (Ex: Personal computers, smartphones, electric cars, etc.) Effective marketing research can help.

#### Consumer Needs and Consumer Wants

- a. Should marketers try to satisfy consumer needs or consumer wants? Both!
  - A *need* occurs when a person feels physiologically deprived of basic necessities, such as food, clothing, and shelter.

[1-1]

# Marketing Study Guide

**David P. Stone**



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## **Table of Contents Marketing Study Guide**

1. Understanding the eBook Marketing Study Guide
  - The Rise of Digital Reading Marketing Study Guide
  - Advantages of eBooks Over Traditional Books
2. Identifying Marketing Study Guide
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Marketing Study Guide
  - User-Friendly Interface
4. Exploring eBook Recommendations from Marketing Study Guide
  - Personalized Recommendations
  - Marketing Study Guide User Reviews and Ratings
  - Marketing Study Guide and Bestseller Lists
5. Accessing Marketing Study Guide Free and Paid eBooks
  - Marketing Study Guide Public Domain eBooks
  - Marketing Study Guide eBook Subscription Services
  - Marketing Study Guide Budget-Friendly Options
6. Navigating Marketing Study Guide eBook Formats
  - ePub, PDF, MOBI, and More
  - Marketing Study Guide Compatibility with Devices
  - Marketing Study Guide Enhanced eBook Features
7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Marketing Study Guide
  - Highlighting and Note-Taking Marketing Study Guide
  - Interactive Elements Marketing Study Guide
8. Staying Engaged with Marketing Study Guide

- Joining Online Reading Communities
- Participating in Virtual Book Clubs
- Following Authors and Publishers Marketing Study Guide
- 9. Balancing eBooks and Physical Books Marketing Study Guide
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Marketing Study Guide
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Marketing Study Guide
  - Setting Reading Goals Marketing Study Guide
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Marketing Study Guide
  - Fact-Checking eBook Content of Marketing Study Guide
  - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
- 14. Embracing eBook Trends
  - Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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