

A hand in a black suit sleeve holds a glowing lightbulb. The background is a collage of business and mathematical symbols: a bar chart with an upward arrow, a pie chart, a globe, a lightbulb, a person icon, and various mathematical formulas. The text 'The Importance of Marketing for Business' is overlaid in blue.

The Importance of Marketing for Business

Introduction

The average consumer would probably define marketing as a combination of advertising and selling. Modern marketing is most simply defined as directing the flow of goods from producers to customers.



A word search puzzle on a white background. The words are arranged in a grid-like fashion. A red marker is pointing to the word 'MARKET' in the middle of the grid. The words are: CUSTOMER, ANALYSIS, ADVERTISING, MARKET, SALES, PROMOTION, PRICE, INTERNET, TARGET.

CUSTOMER
ANALYSIS
ADVERTISING
MARKET
SALES
PROMOTION
PRICE
INTERNET
TARGET

Background

The term "marketing" is derived from the word "market," which refers to a group of sellers and buyers that cooperate to exchange goods and services.



A man in a dark blue suit and white shirt is shown from the chest up, looking upwards and to the right with a thoughtful expression. His right hand is resting on his chin. Above his head is a large, light gray thought bubble with a black outline. Inside the bubble, the text "What is marketing?" is written in a bold, black, sans-serif font. A small gray circle connects the bubble to the man's head. The background is plain white. A faint watermark "depositphotos" is visible in the center of the image.

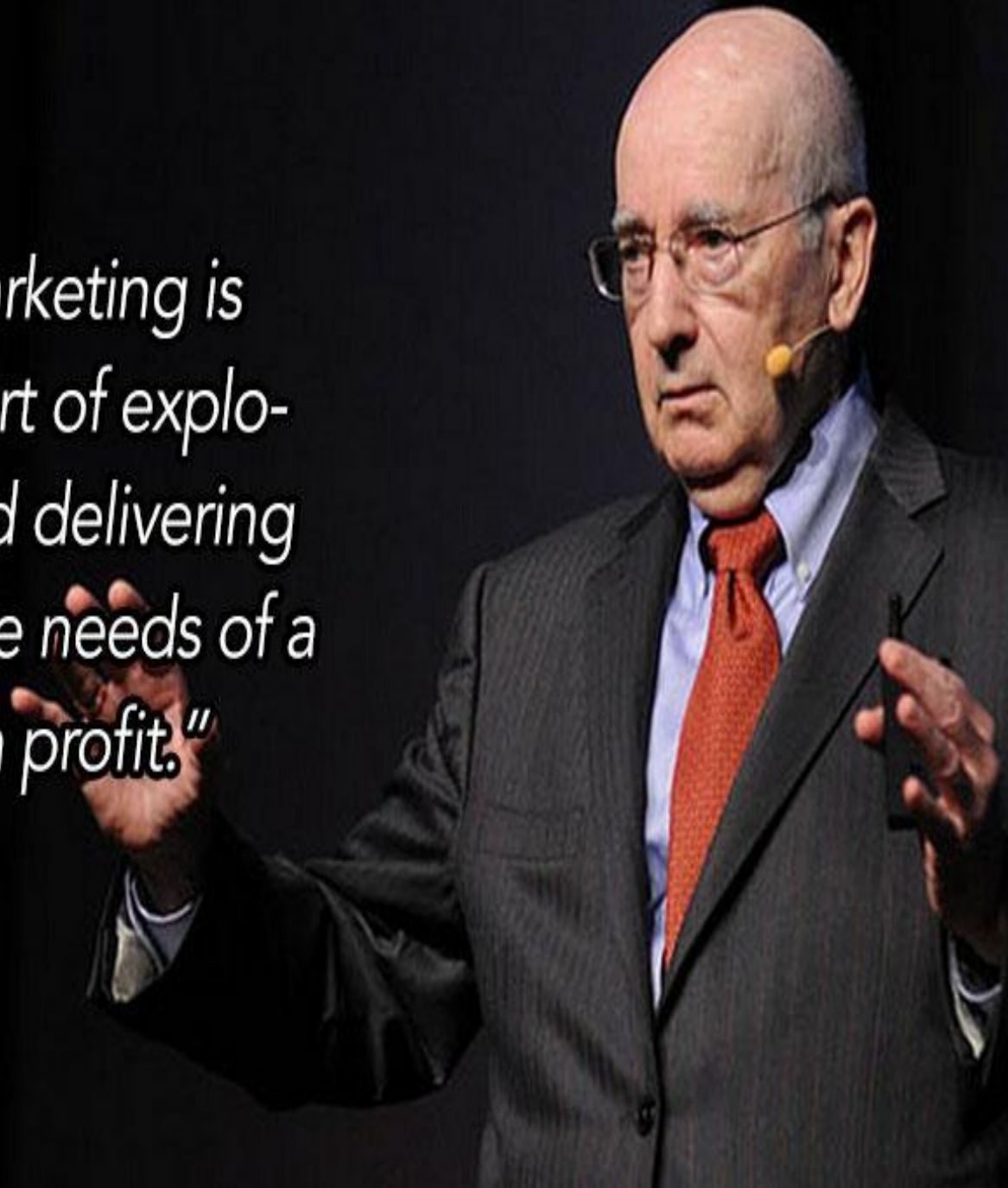
What is marketing?



AMERICAN
MARKETING
ASSOCIATION

"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."

Philip Kotler: *"Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit."*



Marketing

(sale, trade in the market) –system of planning, pricing, advancement and distribution of ideas, the goods and services for satisfaction of needs, requirements and desires of separate persons.



Marketing is used to create the customer, to keep the customer and to satisfy the customer. We can conclude that marketing is one of the major components of business management.



The Importance of Marketing

- **Marketing Promotes Product Awareness to the Public**

MARKI



The Importance of Marketing

- Marketing Helps Boost Product Sales



The Importance of Marketing

- **Marketing Builds Company Reputation**



MARK

The 7 Functions of Marketing



Types of Marketing



□ Online marketing

□ Offline marketing



□ Word of mouth marketing



Any Questions?

Thank you!!!