

# MGT 305: Marketing Management

## Marketing Overview

***Marketing: (1) everything that happens before a sale  
(2) organizational function / set of processes that create, communicate & deliver value to consumers***

So what is marketing? A term that most have heard but many don't quite know what it means. Well marketing is a process; it includes a variety of tasks all with the goal of creating, developing, communicating and selling products to consumers. The main definition we shall use for marketing is "everything that happens before a sale." From the moment that a product is first thought of until that product is purchased by a consumer, marketing is occurring. There are many aspects such as product development, research and development, advertising, selling, among others that are involved in marketing.

The end goal of marketing is to influence a consumer, to do so a large focus is on delivering value to consumers. Customer satisfaction is a large focus during marketing processes. In order to build value a large emphasis is put on sell to buyer relationships. The more comfortable a buyer is with their seller, the more likely they are to buy.

## Marketing Involves

