

# Definition of marketing assignment

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On American Marketing Association Board of Directors their definition of marketing is 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. Marketing is very important to any company, this is how they get noticed in the world. Without marketing a lot of business will not get noticed and no one will buy or sell their product. Before they could market these products they have to analyze how well the product works and how consumers will like it.

For example Samsung products how did they become a well-known company? They became a well-known company from advertising or marketing their best product from their television to cell phones. Their smartest Samsung Galaxy S3 outperformed the iPhone 5 at the end of 2012 to now. Their strategy is that to make the big screen and launch the product before Apple will launch their new iPhone 5. A lot of consumers like what the Galaxy S3 has to offer than the iPhone 5 could. Bigger screen has capabilities like the tablets and you could do more than the iPhone could do and also the price of the Galaxy S3 is a lot cheaper than the iPhone 5. Apple's smartness has been losing out in the sales war with the rival Samsung from South Korea and first quarter sales show a gaping divide. Part of the reason may be because Apple hasn't introduced any new versions of its popular phone yet" (K. Rapport April 2013). This is one of the reasons why it is very important to business to market their products or newer products to outperform other competitors. Another strategy Samsung has in their commercial is how they showed what the Galaxy S3 could do vs. the iPhone 5. You could send a file, music, photos through S-Beam and the iPhone could not do that.

Consumer was amazed about this new gadget that Samsung could offer them. These how effective their marketing strategy and by the end of the first quarter Samsung out beat Apple on their sales. Apple marketing strategy is that to launch the first smartened around the world. When Steve Job's came back to the company and announced the phone. A lot of the consumer was amazed what Phone could do. Apple have simple commercial that I ever watch, they did not made fun of the other company or compare their product from another company, they just show how the product works.

With this marketing strategy they have showed that they are very competitive and they do not have to show who has the best product.

Numbers speak for It self. Apple have seven keys strategies they follow; “ they ignore there critics, turn the ordinary Into something beautiful, Justify there price, communicate In the language of there audience, extend the experience, build a tribe and become The Name?? (Isometrics. Com, 2013). Apple core philosophy Is that consumer does not always know what they want.

Disney Company they been in business for over 100 biggest companies in the world and there marketing is to get every child the happiest moment of their life. From marketing their parks to television show and how they get giving Joys to each family. The Disney brothers only started as a cartoons the only thing is that their biggest money maker is that when they did Mackey Mouse, from sass to now that Mackey mouse is everyone favorite and this one of the biggest marketing that they have.

It is not hard to market Disney because they are well known from the attraction and shows that they have. The quality of the work that they have and how they make families happy is where they get most of their marketing strategy. Disney company have seven magical marketing lessons that they share to other business who is willing to learn; “ brand everything, let your customer be lazy, take the dumb money, offer everyday surprises, don’t prevent the inevitable, reassure nervous Nellie, give idiot proof directions” (R.

Braggart Feb.. 2013). In every business they should have a good marketing team. Without their marketing team it is harder for them to sell, advertise any product that they want to show the world. Just like Samsung, Apple and Disney they have a good marketing team to make sure that they are always on top of the market looking what are new and what else they could provide for the consumer. Always analyzing how they going they going to sell their reduce.