

Marketing week paper assignment

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Also, marketing will be defined by two different sources other than the writer. Based on the definitions an explanation of the importance of marketing in organizational success will be discussed and three examples from the business world will be given to support his explanation. The raw definition of marketing with no prior experience and only speaking from speculation is marketing is the afterthought once a product is developed.

It is the process that occurs to reach potential customers by making it appealing to them as if they need it. That is done by reaching out to consumers through many different channels such as radio, internet, banners that slide across cell phones during free existing on Pandora radio and television commercials during the NFL playoffs. After reading chapter one in the text of *Basic Marketing: A Marketing Strategy Planning Approach* it was learned that marketing occurs well before products are developed.

Marketing is defined as the performance of activities that seek to accomplish an organization's objectives by anticipating customer or client needs and directing a flow of need-satisfying goods and services from producer to customer or client (Perreault, Cannon, ; McCarthy, 2009). After checking another source it was concluded that there may be many definitions to marketing. In the text of *Marketing: An Introduction* marketing is defined managing profitable customer relationships, to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction (Armstrong ; Kettle, 2009).

The importance of marketing is crucial to organizational success and without it no organization will make in this competitive world where every company

wants to be number one. A few examples of this are Wall-Mart. They are the largest retailer in the world and this didn't happen by luck. They have a fantastic marketing department that has helped them reach out to the world the foundation of them their success, " Save money. Live better. " They don't just say it on every commercial that's shown on television, they back it up by bringing the lower prices of more of their products than their competitors.