



Definitions

العبرة في marketing هو عبارة عن العلاقة بين want and need لل customer و delivery لل provider سواء كانت products , values ,services ,ideas

Marketing

Marketing definition: The process by which individuals and groups obtain what they want and need, through creating and exchanging products and value with others.

Marketing Mix

Marketing Mix هو authors و researcher الي ما يختلفوا فيه

"Marketing Mix is the set of controllable variables that the firm can use to influence the consumer response".

The controllable variables refer to the 4 'P's [product, price, place (distribution) and promotion] + People, Procedure, Physical environment.

new version صاروا يضيفوا عليها وخلوها 6 'p's

Marketing Management

• It is the management science applied on marketing, this would be analysis, planning, implementation & control of programs designed to bring about desired exchanges with target markets for the purpose of achieving organizational objectives.

عمل organizing + leading

• The Marketing Management Process:

- 1- Analysis (PESTLE, SWAT, WH family)
- 2- Targeting (Segmentation), STP
- 3- Strategy
- 4- Planning
- 5- Implementing
- 6- Controlling

Marketing Mix Ps

Too many other definitions of marketing:

"The action of selling, i.e., to bring or send to market..." and also, "Produce [verb meaning] to be sold in the market."

(1922 OED - Oxford English Dictionary, paraphrased)

"The action or business of promoting and selling products and services, including market research and advertising".

(1998-2005 revised, modern-day Oxford English Dictionary)

"Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably."

(The UK Chartered Institute of Marketing, CIM, official definition 2012.)

← نبيع أو كانت Management أو promotion و selling

"Marketing encompasses and includes all organizational activities which involve or affect the relationship between a supplier/provider organization and its audience and stakeholders."

(A Chapman, 2012)

التعريف الأشمل:

<https://heidicohen.com/marketing-definition/>