

Kentucky Class Notes

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MKT 330 Hasford
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Test 1

Chapter 1: An Introduction to Integrated Marketing Communications

The Growth of Advertising and Promotion

1. Advertising and promotion are integral parts of our social and economic systems. Evidence of the increasing importance of advertising and promotion in the marketing process comes from the increase in expenditures in these areas over the past decade.

What is Marketing?

- In 2007, AMA adopted a revised definition: Marketing is the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, client partners, and society at large.
- In other words:
 - Creating, communicating and delivering value
 - Focusing on relationship marketing
 - Using mass customization to deliver products and services in response to specific customer needs, and
 - Customer Relationship Management (CRM), which involves the systematic tracking of customers' preference and behavior and adjusting the marketing program to meet their needs.
- Marketing Mix (4Ps)
 - Product
 - Price
 - Place
 - Promotion

Integrated Marketing Communications



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