



Title



Preview

Publish



Normal



# Marketing

**Marketing** is the process of exploring, creating, and delivering value to meet the needs of a **target market** in terms of goods and services;<sup>[1][2]</sup> potentially including a selection of a target audience; selection of certain attributes or themes to emphasize in advertising; operation of **advertising campaigns**; attendance at **trade shows** and public events; **design** of products and **packaging** attractive to buyers; defining the terms of sale, such as **price**, **discounts**, **warranty**, and return policy; **product placement** in media or with people believed to influence the buying habits of others; agreements with retailers, wholesale distributors, or resellers; and attempts to create **awareness of**, **loyalty to**, and positive feelings about a brand. Marketing is typically done by the seller, typically a retailer or manufacturer. Sometimes tasks are contracted to a dedicated marketing firm or **advertising agency**. More rarely, a **trade association** or government agency (such as the **Agricultural Marketing Service**) advertises on behalf of an entire industry or locality, often a specific type of food (e.g. **Got Milk?**), food from a specific area, or a city or region as a tourism destination.

Post settings

Labels

Separate labels by commas

No matching suggestions

Published on  
3/23/22 3:21 PM

Permalink

Location

Options