***2*** [***Understanding Marketing's Role***](http://www.lynda.com/Business-Business-Skills-tutorials/Understanding-planning-process/168334/188123-4.html)

What is marketing

The American Marketing Association, or AMA, defines it as 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. Well, that's quite a mouthful. For me, marketing is simply this. It's all about changing beliefs in the minds of customers.

Every organization has customers, regardless of whether you're a commercial for-profit firm, or a non-profit. All companies must be seen as relevant to those customers if they want to survive. *Marketing then, is getting customers to believe that your products and services are* ***important,*** *and that they deliver a better* ***value*** *than the competition's.*

Companies that excel at marketing not ***only survive***, but they ***grow in value***.

***Consumer trends, Competiton ,Technology***

A good marketer has to adapt to that. Competition changes, new competitors enter the market, and the old competitors try new things to take your customers away. Marketers are also affected by changes in technology.

A sudden downturn in the economy, stiffer regulations in your industry, or a surprise election result, might impact consumer behavior. You can't predict these changes, but you can adapt to them if you have two things.

* ***A well thought out marketing strategy***

*A marketing strategy defines which customers you're going after.  And how you'll change their beliefs about your products and services.*

* ***And a written marketing plan.***

*outlines the specific steps you'll take to implement your strategy.*

***2.2*** [***Understanding the planning process***](http://www.lynda.com/Business-Business-Skills-tutorials/Understanding-planning-process/168334/188123-4.html)

generally speaking, there are two ways to connect the marketing planning with the business planning

*2.3*[*Understanding B2B vs. B2C marketing*](http://www.lynda.com/Business-Business-Skills-tutorials/Understanding-B2B-vs-B2C-marketing/168334/188126-4.html)

*In marketing, you'll often hear the terms B2B and B2C.*

*B2B means business to business. That's where your business is* ***selling products and services*** *to other* ***businesses.***

*B2C stands for business to consumer, where you're* ***selling goods and services*** *to everyday people, like you and me*

***When people buy products and services, they're buying a collection of benefits***

And you can categorize those benefits into three types.

* ***Functional benefits*** *refer to a product's physical performance .For example, when buying a car, functional benefits include the size of the engine. Passenger seating, or how the car handles****.***
* ***Economic benefits*** *are related to saving money or saving and time.*

*For consumers, emotional benefits tend to be most important,*

*For companies, economic benefits most important*

***3.[Analyzing Your Business](http://www.lynda.com/Business-Business-Skills-tutorials/Focusing-your-core-business/168334/188128-4.html)***