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The 7 Core Standards Of Marketing

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The 7 Core Standards Of Marketing

Pricing

Assigning a value to products and services on the basis of supply and demand

Promotion

Ways to make customers aware of products and encourage them to buy

Selling

Any direct and personal communication with customers to assess and satisfy their needs and wants

Distribution (placement)

Involves locations and methods used to make the product available to customers

Marketing-Information Management

Gathering and using information about customers to improve business decision making

Product/service management

Designing, developing, maintaining, improving, and acquiring products or services for the purpose of meeting customer needs or wants

Financing

Requires a company to budget for its own marketing activities and provide consumers with assistance in paying for the company's products or services

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