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2 Course Objective: The purpose of this course is to provide a managerial introduction to the concepts and processes of marketing Upon completion of the course, the student should be able to: (1) understand the role of marketing in society, (2) have a working vocabulary of marketing terms and concepts, and (3) be

PRINCIPLES OF MARKETING

PRINCIPLES OF MARKETING • Marketing is human activity directed at satisfying needs and wants through exchange processes Philip Kotler 1976 • Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return Philip Kotler 2008

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