



## Marketing

**Marketing** is a term that refers to activities, processes and methods of directing and active influencing of an entrepreneurship (business activities) according to the market needs. Marketing integrates all activities that build strong relationships with the **customer** and that affect the overall business strategy and the market position.

Marketing focuses on pre-sales activities, identification or retrieval of customer needs and therefore marketing affects and involves all related fields, such as **new products and services development**, brand management, marketing research, marketing communication, advertising and promotion, sales and pricing.

Related terms and management methods:

- › Advertising
- › AIDA
- › B2C
- › BCG Matrix
- › Brand Management
- › Branding
- › Campaign
- › Communication
- › CRM (Customer Relationship Management)
- › Internet Marketing
- › Market Segmentation
- › Marketing activities conception
- › Marketing Strategy
- › Marketing Mix - 4C
- › Marketing Mix - 4P
- › Positioning
- › Promotion
- › Targeting
- › Web Marketing Mix - 4S
- › Word of Mouth Marketing (WOMM)

Related management field:

- › Marketing and Sales