

# Marketing Defined

*“Marketing is the performance of business activities that direct the flow of goods and services from producers to consumers or user” – AMA, 1948*

*“Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives”. –AMA, 1985*

*“The right product, in the right place, at the right time, at the right price” –Dennis Adcock, 1993*

*“Marketing is the process whereby society...supplies its consumption needs...” –R. Bartles, 1970s*

*“Marketing is the human activity directed at satisfying human needs and wants through an exchange process” -Philip Kotler, 1994*

# Marketing Defined (continued)...

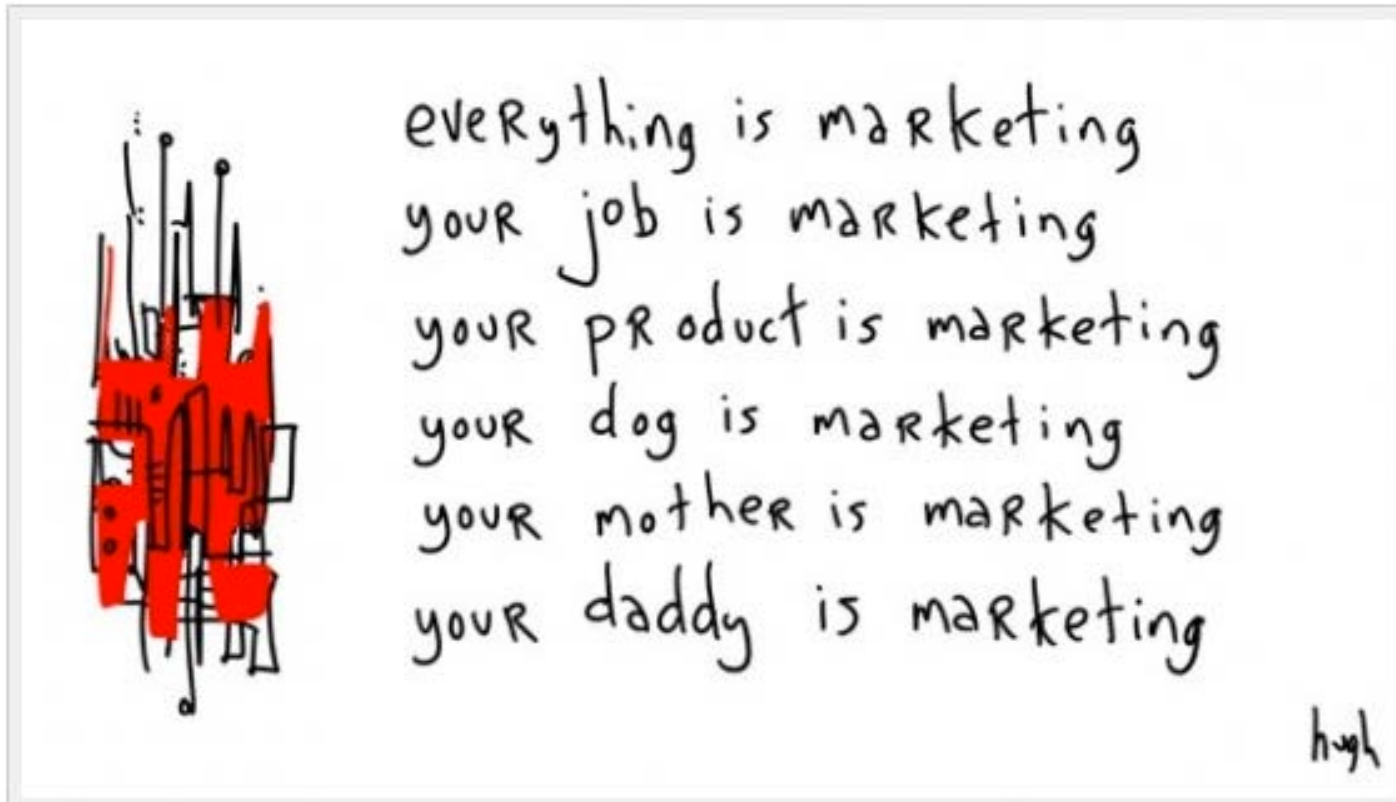
***“Marketing is essentially about marshalling the resources of an organization so that they meet the changing needs of the customer on whom the organization depends.” – Roger Palmer, 2000***

***“Marketing management is the art and science of applying core marketing concepts to choose target markets and get, keep, and grow customers through creating, delivering, and communicating superior customer value.” -Kotler, 2002***

***“Marketing is 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.” - AMA, 2007***

***“Marketing is...much broader than selling, it...encompasses the entire business. It is the whole business seen from the point of view of the final result, that is, from the customer's point of view.” –Peter Drucker***

# The REAL Definition of Marketing



# The Role of Marketing in the Arts



- Support the mission and business goals
- Represent the “voice of the customer”
- Validate, refine and enhance the “product”
- Identify, attract and cultivate loyal audiences
- Make the organization attractive to donors, board members, funders and partners

# The Marketing Process

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- Mission, Strategy & Objectives
- SWOT
- Competitive & Market Analyses

- Allocate resources
- Budget
- Tactical execution

- Evaluate results
- Make adjustments



Apply learnings and repeat the cycle

# The Marketing Plan

## Answers Seven Key Questions

- Where are we now?
- Where do we want to go?
- How will we get there?
- Who will do what with what resources?
- What will it cost?
- How will we know if we succeed?
- Did we achieve our goals? What did we learn?

