

Chapter 1: An Overview of Strategic Marketing

- Defining *Marketing*
- Understanding the Marketing Concept
- Managing Customer Relationships
- Value-Driven Marketing
- Marketing Management

Defining Marketing



- Marketing
 - The process of creating, distributing, promoting, and pricing goods, services, and ideas to facilitate satisfying *exchange* relationships with customers in a dynamic environment
- Customers
 - The purchasers of organizations' products; *the focal point of all marketing activities*

Components of Strategic Marketing



FIGURE 1.1