

Chapter 13 Marketing in Today's World

Section 13.1 Marketing Essentials

Section Summary and Key Terms and Academic Vocabulary

Marketing Essentials To market a product successfully, a company has to understand what people want to buy and why they want to buy it. Marketing is the process of creating, promoting, and presenting a product to meet the wants and needs of consumers. Marketing research studies how to promote, sell, and distribute a product or service. It helps companies determine who will buy the product or service and how much it should cost. Marketing research includes studying the marketing mix. The marketing mix consists of four marketing strategies: product, place, price, and promotion, or the *four Ps*. Some people also include a fifth P—for people.

Key Terms

market A group of customers who share common wants and needs

marketing The process of creating, promoting, and presenting a product or service to meet the wants and needs of consumers, whatever they are

relationship marketing A strategy to build customer relations

marketing mix The four main elements of marketing, also called the four Ps: product, place, price, and promotion. It sometimes includes a fifth P, for people.

channel of distribution A pathway to direct products to consumers

direct distribution Distribution of goods or services from the producer directly to the customer

indirect distribution Distribution involving one or more intermediaries

break-even point The point at which total revenues, or sales, equal total costs and expenses of making and distributing a product or service

Academic Vocabulary

gender A sex, or the behavioral, cultural, or psychological traits typically associated with one sex

physical Having material existence

locate To determine or indicate the place, site, or limits of

aware Having or showing realization, perception, or knowledge