

# What is Marketing?

A dark blue diagonal shape is located at the bottom of the slide, extending from the left edge towards the right, creating a triangular area.

# What is Marketing?

Marketing is the process of creating, communicating, delivering, and exchanging value to meet customer needs.

It involves various activities, and in this lesson, we'll dive into those activities to get a better understanding of how marketing functions.

## Key Marketing Activities

Marketing activities include Sales, Pricing, Branding, Distribution, and Storage.

These activities are essential for businesses to succeed in delivering value to their customers.

# Marketing Activities

- Sales: The process of selling products or services to customers.
- Pricing: How businesses determine the right price for their products.
- Branding: Building a unique and recognizable identity for products or services.
- Distribution: Getting products to the right place at the right time.
- Storage: Efficient management of inventory and storage.

# Marketing process

# Case study

- Case Study

We'll analyze a case study of a company's marketing strategy. We'll discuss how different marketing activities were employed in the campaign and the impact they had on the company's success.

Understanding the nature and scope of marketing activities is crucial. We've learned that these activities are interconnected and play a vital role in the success of businesses. We hope this lesson has given you a deeper appreciation for the world of marketing.