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tend to fall into four  
categories - product, place,  
price, and promotion. We  
refer to them as four  
'controllable' categories.  
They are 'controllable'  
because our efforts affect  
them or their outcomes. When

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you combine all your marketing goals and objectives into one plan, you have a marketing strategy.

What are marketing principles? Definition and

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PRINCIPLES OF MARKETING

- Marketing is human activity directed at satisfying needs and wants through exchange processes. Philip Kotler 1976
- Marketing is the process by which

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Companies create value for customers and build strong customer relationships in order to capture value from customers in return. Philip Kotler 2008

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2. CHAPTER 1 MARKETING

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Traditional Approaches. 3.

MARKETING is the activity of  
institutions, and processes  
for creating, communicating,  
delivering, and exchanging

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offerings that have value  
for customers, clients,  
partners, and society at  
large. 4.

Principles of Marketing for  
Grade 12 Students

O. C. Ferrell is Professor

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Bryan A. Lukas is an Enterprise Scholar at Anderson Schools of Management, University of New Mexico. He recently served as the Bill Daniels Distinguished Professor of Business Ethics at the

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Bryan A. Lukas of Wyoming and  
previously as chair of the  
Colorado State University  
Marketing Department.

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There are many basic principles of marketing, but five of the most important are understanding the problems of your consumer, learning about your ideal market, demonstrating the value of your product or

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service, generating leads  
and building relationships.

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Marketing strategy and  
understanding competitors 3.

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The marketing environment 4.  
Marketing in international markets and globalization  
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and techniques; How  
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relationships and value;  
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frameworks, including  
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research in different  
marketing contexts; The  
importance of brand  
positioning and proposition

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development; Profiling,  
segmentation and targeting  
strategies

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principles and current

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Marketing practice and its  
role in organisations. 4 and  
6 (LOs) Ability to  
communicate and work  
effectively in a group. The  
individual written report  
assesses learning outcomes:  
2. Understanding of the

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Complexities of the  
marketing environment 3.  
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analyse data for marketing  
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