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A brief summary of marketing and how it works

The Chartered Institute of Marketing offers the following definition for marketing: "Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably." It's a bit of a mouthful, but it highlights that the customer is at the heart of marketing, and businesses ignore this at their peril.

Marketing and the 7Ps

The Chartered Institute of Marketing (CIM), is the World's largest and well established professional body for marketing courses with over 50,000 members and is dedicated to helping marketing professionals keep up with the latest trends and marketing best practice and build on their existing achievements to create a stronger, more proactive and cutting-edge profession ready to meet the challenges of the future.

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CIM - Official Site

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The Chartered Institute of Marketing (CIM) is a United Kingdom-based professional body offering training and qualification in Marketing and related subjects, focused on Marketing and Sales for business; together with ongoing support for members. CIM UK is the British Council qualified professional association for Marketers in the UK.

Chartered Institute of Marketing - Wikipedia

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