

# Marketing Management

# PART 1 Understanding Marketing Management

Chapter 1 | Defining Marketing for the 21st Century

Chapter 2 | Developing Marketing Strategies and Plans



In This Chapter, We Will Address  
the Following **Questions**

1. Why is marketing important?
2. What is the scope of marketing?
3. What are some core marketing concepts?
4. How has marketing management changed in recent years?
5. What are the tasks necessary for successful marketing management?

One of the key factors in Barack Obama's victory in the 2008 U.S. presidential election was a well-designed and well-executed marketing program.