

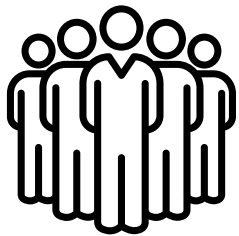
what is MARKETING?

The American Marketing Association defines marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

To put it simply, marketing is how organizations communicate their messages, values, and image to the world. Marketing is multifaceted, it encompasses a variety of things such as advertising, public relations, branding, and social media.

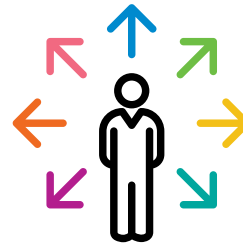


the audiences



INTERNAL

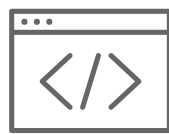
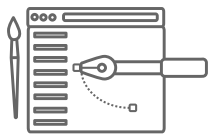
Those who are *inside* an organization. This includes but is not limited to staff, leadership, and stakeholders.



EXTERNAL

Those who are *not a part* of the organization but should be aware of the organization.

the breakdown



WEBSITES

The designated *online place* for all of the branded content for the organization, such as contact information, facts about the organization, and news



media relations



community relations



social media

PUBLIC RELATIONS

The *communication process* an organization needs to build a positive relationship with the public.



print



promotional materials



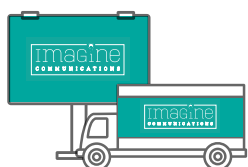
logos



nontangible items

BRAND/BRANDING

The process in which meaning is assigned to a company or organization. A brand's *main purpose* is to set the specific organization apart in a positive way from those that are like it.



traditional



digital

ADVERTISING

Advertising can be defined as a series of paid messages that are produced by an organization to *influence and inform* the people who receive them.