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Discussion #1

Marketing and Advertising

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Marketing is the action of Product, Place, Promotions, and Price. The benefits of marketing and advertising is to build a brand product and Equity for your business. Marketing is the most cost effective way to reach consumers. It’s Synonymous with the private sector companies with the six figures budgets, and award- winning marketing departments, but it’s a demanding link between the need of citizens and agency performance. The social marketing principles and methods can be used to benefit society as a whole. It can also pinpoint the needs of a specific target audience. Marketing should be more than a one-size-fits all approach, it should be a develop strategy. I truly disagree that it’s Synonymous, it’s needed to be successful in any business and organization. Marketing opportunities have never been better for success, with all the resources out now any business will be likely to succeed. And as will all too familiar with companies that are working employees from home. Wow that’s great because they employee get to work at their own pace, and possibly take their own time. They also get to enjoy the special time with their love ones. I tell you that’s a convenience for anyone. Working from home can be a low cost for someone with some companies. Mostly all it takes sometimes is a home phone and Computer. And a very small investment. Marketing is about getting a message across and convincing people. And in order for any business to succeed the marketing strategies must be put out there. It doesn’t matter what type of business or organization it is. You must promote it well. There is great opportunities for progression, but you must have the talent, drive, and ambitious to go for it. There are plenty of opportunities for frontline and behind the scenes roles of marketing and advertising

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