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What is Marketing? — The Definition of Marketing — AMA

Definition of Marketing Research Marketing research is the function that links the consumer, customer, and public to the marketer through information—information used to identify and define opportunities and problems; generate, refine, and evaluate actions; monitor performance; and improve understanding of it as a process.

An Overview of Marketing - American Marketing Association

Course Overview Marketing is vital to the success of an organization in today's competitive world. This course introduces marketing, the marketing mix (the Four Ps), the strategic importance of marketing, and customer values and satisfaction. Plus, you will dive into marketing planning, including market research, pricing, distribution and ...

Guide to Types of Marketing: Strategies, Techniques, and Tactics Explained

Marketing is a crucial driver of business growth. It goes beyond mere transactions; it's about building meaningful connections with your audience and standing out in a competitive landscape. As marketing professionals, it's vital to grasp the different types of marketing and how to leverage them effectively for your success. By mastering this, you'll be empowered to create targeted ...

American Marketing Association | AMA

The Essential Community for Marketers The AMA is a community of future marketers and dedicated professionals who work, teach and study in the field.

AMA Membership Benefits

The AMA membership is an investment to any Digital Marketing Company. - Lorelei Garnes, MSc, Digital Market Specialist
The Essential Community for All Marketers
Marketing and Sales Professionals Enhance your skills and expand your professional network. Small Business Owners and Freelancers Gain marketing insights to grow your business.

AMA Marketing Competency Model

The American Marketing Association is the home of impactful learning for marketers on the move. Our data-backed approach to building the training and

Define Marketing Techniques: Best Practices for Effective Marketing

Understanding marketing techniques is crucial for any marketing professional looking to enhance their strategy. Let's dissect the key components of effective marketing techniques, clarify the marketing strategy meaning, and explore both basic and advanced marketing practices.

Develop a Winning Marketing Strategy: Step-by-Step Guide

What is a Marketing Strategy A marketing strategy is a long-term blueprint that outlines how your business creates and delivers value to its customers. Instead of zooming in on the day-to-day execution of marketing campaigns, it serves as a strategic guide, steering all marketing efforts toward your broader business objectives. A well-thought-out strategy will help you reach the right audience ...

Top 10 Digital Marketing Strategies for 2025

Explore top digital marketing strategies for 2025, including search engine optimization, AI, automation, content marketing, and more to drive growth.

Branding | American Marketing Association

Brand marketing aims to connect emotionally with consumers, build loyalty, and ultimately drive sales and market share through activities like advertising, public relations, and content marketing. What is Personal Branding?