

# Course introduction

## Welcome

macromedia  
**FLASH** Video presentation

### [Video presentation transcript](#)

Marketing is an important function of all organisations that serve customers. This includes private organisations, non-profit organisations, government departments and institutions. Marketing involves determining the needs and wants of markets and satisfying those needs. In this course, we will consider the role of marketing within the firm, and examine the marketing management process. Marketing involves a range of activities including identifying market opportunities, selecting target markets, examining the buying behaviour of consumer and business markets and developing offerings that meet the needs of those markets. This involves developing the right products at the right price, promoting those products and making them available to the market.

Marketing is an evolving, dynamic and exciting field of study that has led to challenging and interesting careers for many who have taken the marketing major. I hope that you enjoy studying the course.