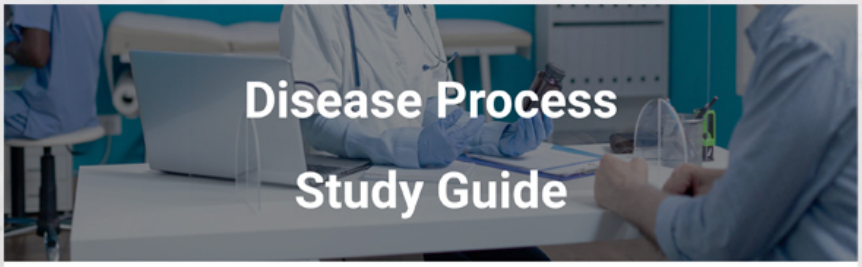
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Disease Process Study Guide

Name: Jess Lansberg	**Test Date: August 20, 2052**
Subject: Marketing	**Topic: Marketing 101**

Subtopic: Definition of Marketing

Key Areas

- Marketing is 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.

Subtopic: The Exchange Processes

Key Areas

- It occurs when one party gives up something in return for receiving something else. (Process by which some transfer of value occurs between buyer and seller)

Subtopic: Utility

Key Areas

- Form - relates to product portion marketing mix
- Place - many things can be purchased over the internet
- Time - store inventory products, as do wholesalers/distributors and the manufacturers themselves
- Possession - retail stores and websites offer access to a bewildering array of products

To-Do List

- Study Production Era
- Prepare a report about the Sales Era
- Advance read Relationship Era
- Skim the Triple-Bottom-Line Orientation