**NAME(S):………………………………………………………………………………………**

1. **YOUR ideas about MARKETING**

***This activity is designed to explore how you and your fellow students perceive the role and perception of marketing.***

**ACTIVITY/TASK**

Listed below is a series of statements about marketing. Identify which ones do you agree with and which ones you disagree with? When you have finished, compare your perceptions against those of your fellow students. There are several questions for you to address at the end.

Please note that there are no right or wrong answers – this activity is designed to explore the range of perceptions of marketing held by different people.

1. Marketing is simply another word for advertising.
2. People who are successful in marketing are highly creative – but are not that good with numbers.
3. The main goal of marketing is to deliver new customers and sales, rather than to drive profit.
4. Generating new customers is more important than retaining existing customers.
5. Staff in marketing tend to have little interaction with staff from other areas within a firm.
6. Marketing is more art (creative) than science (analysis).
7. Some key marketing decisions are so important that even the CEO gets involved in the decision.
8. Marketing is a highly regarded profession throughout the business community.

**QUESTIONS**

1. Which of the above statements do you agree with?