Housekeeping

- Spring Registration
  - November 18 – December 7
- Peer Advising Workshops
  - Students in ADEV, AGED, AGSC, AGJR
  - Wednesday, November 10
  - Scoates 118, 9-4
  - Bring a copy of your degree audit with you to the workshop

Agricultural Marketing

What is it?
Why do it?
Who does it?

What is it?

- American Marketing Association
  - 1960: Marketing is the performance of business activities that direct the flow of goods and services from producer to consumer or user.
  - 1995: Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals.
What is it?

- World Marketing Association
  "Marketing is the core business philosophy which directs the processes of identifying and fulfilling the needs of individuals and organizations through the exchanges which create superior value for all parties."

What is it?

- Chartered Institute of Marketing
  "Marketing is the management process for identifying, anticipating, and satisfying customer requirements profitably."

Marketing

"The analysis of customers, competitors, and a company, combining this understanding into an overall understanding of what segments exist, deciding on targeting the most profitable segments, positioning products, and then doing what is necessary to deliver on that positioning."
The six word definition

Marketing means solving customers’ problems profitably.

Why do it?
- Get name into consumer’s minds
- Research before investing
- Review market data
- Competitively place products
- Refine previous attempts

Marketing Tactics
- Advertising
- Direct Mailings
- E-mail
- Branding
- Trade Shows
- Newsletters
- Web sites
Marketing and Waiting Tables

- Nice to see you again, Mr. Jones
- And what would you like for dessert?
- Waiter, there’s a fly in my soup!
- Was that two burgers and three fries or three burgers and two fries?
- Service with a Smile.
- Did you enjoy your meal? Come again soon.

Who is doing it?

- Public relations firms
- Advertising firms
- Communications Management
- Financial management
- Manufacturers
- Etc.

Marketing Jobs

- Sales: most common entry-level position in marketing
- Retailing: merchandising, purchasing or store management
- Advertising: managers, account executives, creative directors, media directors, sales promotion
Marketing Jobs

- Public relations
- Market research
- Product Management: product or brand managers
- Physical Distribution
- International Marketing

Marketing Jobs*

- Starting salary: ~$29,000
- Advertising: ~$28,000
- Purchasing: ~$31,000
- Sales: ~$32,000
- Public Relations: ~$33,000

*All salary quotes are from Monster.com

Marketing vs. PR

- So what is the difference?
  - Economics vs Writing
  - Profit vs Relationships
  - Product vs Consumer