

History of the Definition of Marketing

As early as 1935, the National Association of Marketing Teachers, a predecessor of the American Marketing Association, conceived the original definition for marketing. The American Marketing Association revisits the definition every five years. The next review of will take place in 2012.

As adopted by the National Association of Marketing Teachers, an American Marketing Association predecessor organization: [Marketing is] the performance of business activities that direct the flow of goods and services from producers to consumers

1935

Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders

2004

1985

[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 objectives.

2007

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.