

What is Marketing?

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 (AMA, 2021).

How would YOU like to contribute?

Start in the center to find four key areas of marketing (Strategy & Planning, Content, Execution, and Analysis) and navigate outward to discover key skills utilized within each area. On the outer rim, then review the common roles associated with the area.

Note: this is not an exhaustive list of roles & skills, rather a place to start exploring.

