

Just what is *Marketing?*



If the circus is coming to town and you paint a sign saying, "Circus is coming to Fairgrounds Sunday," that's Advertising. If you put the sign on the back of an elephant and walk him through town, that's a Promotion. If the elephant walks through the Mayor's flower bed, that's Publicity. If you can get the Mayor to laugh about it, that's Public Relations. And, if you planned the whole thing, that's Marketing! --Author Unknown

ADVERTISE. To advertise is to call public attention to your business by emphasizing desirable services and qualities with the intention of arousing customer desire.

PROMOTION. Promotion is the act of furthering the growth or development of your business by keeping your products or services in the minds of your target market.

PUBLICITY. Publicity is an act or device designed to attract public interest.

PUBLIC RELATIONS. Public Relations is the business of inducing the public to have understanding for and goodwill toward you or your company.

After going through all the different elements that make up marketing, how do you know if you a marketing career is right for you?

Learn more about marketing. Find out if marketing is the right career for you! Join us for a Marketing talk by **Dr. Lim Cheng Hwa**, Chairman of Chartered Institute of Marketing, United Kingdom, Singapore Chapter.

**Marketing Career Talk - Nurturing Your
Creative Thinking**

Speaker: Dr Lim Cheng Hwa

Date: 12th October 2006

Time: 2 – 4pm and 7 – 8pm

Venue: SMa School of Management
Le Meridien Hotel, Level 4, Orchard Road
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For more information or a personalized education and career consultation, kindly contact our consultant, Kristine Tan at **6720 3333**.

You can also logon to www.sma.edu.sg to find out more about SMa School of Management.