



Alcorn®

EXTENSION PROGRAM
Empowering People

Understanding How to Market

- **Leadership for Healthy Communities, Characteristic of Healthy Communities** –Elaborates on the idea that a community is similar to a human body, comprised of a set of interdependent organs.
- **Marketing: What Needs to be Done**-Marketing is transferring goods from a producer to a consumer.
- **Marketing's Four P's** - Explaining the four elements of marketing products and businesses.
- **Understanding Marketing**- Simply, marketing activities and strategies result in making products available that satisfy customers while companies make profits for the products they offer.
- **Marketing Basics** - Marketing programs, though widely varied, are all aimed at convincing people to continue using particular products or services.
- **The Difference between Sales and Marketing**- Many people mistakenly think that selling and marketing are the same; however, they are not.
- **Overview: The Marketing Challenge**- Presents a basic theory of marketing and introduces various key terms.
- **Marketing: Will it Sell?** - Evaluate the feasibility of a new agricultural or rural-based business.
- **Developing a Sensible and Successful Marketing Attitude** – Talk about risk-taking attitude, the relationship between risk-taking and marketing attitudes and various aspects of attitude toward marketing.

Resource: <http://www.agmrc.org/business-development/operating-a-business/marketing/understanding-marketing/>

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