

Foundations of Marketing Essentials

Marketing · Practice Test · 1 Questions

1. What is the primary goal of marketing according to the American Marketing Association's definition?

- A) To solely sell products at any cost.
- B) To create, communicate, deliver, and exchange offerings that have value for customers, clients, partners, and society at large.
- C) To maximize company profits regardless of customer needs or wants.
- D) To produce goods and services as efficiently as possible.