Course Overview
Welcome to the second course in the ACPA P³ Sales and Marketing Module I. Here, we will concentrate on some issues that are important to effective marketing, while we help you differentiate between the sales and marketing functions as they operate in most business organizations. Information is always required to develop successful and efficient marketing programs. You will learn some basic strategies in collecting useful market data, and you will complete a project to gather practical information from your marketplace.

Sales and marketing are not the same thing, but they are inexorably linked. In a great many companies, the same people carry out both sales and marketing functions. Even those ‘multi-taskers’ might be hard pressed to define which of their functions are selling and which are marketing. Since we explore sales and the selling processes in several other courses, most of our emphasis here will be on marketing.

Marketing is a great deal more than trying to make your product and your company attractive. It’s important that people be aware of what you are offering and the services that you provide. But, most marketplaces offer buyers quite a few options. You’re rarely the only game in town. If you are, your favored position isn’t likely to last.

Marketing’s ultimate purpose is to get people to buy. Buying can mean more than just exchanging money for goods and services. Buying can take the form of joining an organization, giving to a charity, voting for a particular candidate, or accepting a proposal for marriage.

Course Tasks
The main focus of this course is marketing. We will describe what marketing is, not instruct you in how to practice marketing. That is a vastly larger subject. Our objective is to help you differentiate between sales and marketing. We will develop an understanding of why and how marketing is important to any organization, and briefly address some issues and principles that are important to effective marketing.
It’s likely that participants in this course bring with them a broad range of experience and skill. So, as part of this survey of marketing, you will develop your own ‘thumbnail’ overview of how your organization markets. The project for this course is designed to let you start from wherever you are now, and build on that. Novice or expert, if you apply yourself in this course, you will learn something. Something that will make you more confident in marketing functions and more valuable to any employer.

**Conclusion**
This again is not a course where you will be working toward taking and passing a test. Our purpose is to learn about core concepts in effective marketing. Sometimes you might notice that we will address an idea or process more than once. When that happens, recognize that it’s an important concept that we wanted to be sure you didn’t miss. Now, let’s talk about marketing.

When you feel like you have completed all tasks required in the course guide, have your mentor review your work and send verification to ACPA.