

AMERICAN MARKETING ASSOCIATION DEFINITIONS OVER TIME

AMA (1935)	AMA (1985)	AMA (2004)	AMA (2007)
marketing is the performance of business activities that direct the flow of goods and services from producers to consumers	marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives	marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders	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
		organizational function	
the performance			the activity,
business activities	process of planning and executing	set of processes	set of institutions, and processes for
	conception	creating	creating
	pricing		
	promotion	communicating	communicating
direct the flow of	distribution of	delivering	delivering
	to create exchanges		exchanging
goods and services	ideas, goods, and services	value	offerings that have value
		managing customer relationships	
producers	organisational objectives	benefit the organization	
consumers	individual objectives	value to customers	customers
		benefit the stakeholders	clients
			partners
			society at large.

CHANGES BETWEEN AMA 2004 AND AMA 2007

There are five distinct areas that have changed in the 2007 definition compared to AMA (2004). These are the change of focus, the return of exchange, altered understanding of the outputs of the marketing process, the end of the brief role of customer relationship management, and the clarification of the targets of the marketing activities, processes and institutions.

- Changing the focus of marketing
- Exchange theory
- Customer Relationships
- Offerings of Value
- Four Target Groups of Marketing

CRITICISMS OF AMA (2007)

Any change to the status quo will bring the probability of benefit and the possibility of negative consequences. In the case of the newly minted marketing definition, there are five negative consequences which are:

- the loss of the opportunity for relationship marketing
- the change of purpose of marketing,
- instability and the speed of change.
- the continued absence of planning as a marketing function
- the need for inclusion by implication

PRAISE FOR THE AMA (2007)

Whilst there are reasons to criticise the new marketing definition, the changes between AMA (2004) and AMA (2007) have also brought benefits for marketing. Three immediately identifiable areas are the recognition of non-customer recipients of marketing outputs, the revival of exchange theory, and the recognition of co-creation of value through customer-customer exchange

- Clients
- Complex Exchange
- Co creation of symbolic value

Extracted from Chapter 16 of Dann and Dann (2007) Competitive Marketing Strategy, Pearson Education

