

The image features a group of approximately 15 business professionals in silhouette, standing on a high-rise floor with large glass windows. They are engaged in various interactions, such as talking, looking at documents, and standing in small groups. The background shows a dense city skyline with several prominent skyscrapers under a bright, hazy sky. The lighting is warm, suggesting a sunrise or sunset, which creates a strong glow and casts long, clear reflections of the people and the city onto the polished floor in the foreground. A bright yellow rectangular banner is positioned horizontally across the middle of the image, containing the word "Marketing" in a bold, dark blue font.

Marketing

What is marketing?

- Marketer: “one who seeks a specific response”
- Marketing: “the art & science of strategic influence”
- Marketing has many components.
- Marketing is vital in every industry.

We are all marketers.

- “Buy my product.”
- “Subscribe to my service.”
- “Sign up for this cause.”
- “Donate to this charity.”
- “Vote for me.”
- “Join my team.”
- “Come to my event.”

Jesus: The Greatest Marketer in History

- Most-watched film is about him
- Most-read, best-selling book is about him
- 92% of first 138 U.S. universities founded for his followers
- 1 out of 3 claims to follow him
- His followers are punished for following him
- His followers have a global presence