



## Marketing and advertising

### Nota de alcance:

**Marketing and advertising** is the study of promoting the exchange processes of goods and services between organizations and/or individuals, and the study of consumer behaviour and requirements. It includes the study of the role of product development, pricing, distribution, promotion and sales in order to maximise business performance.

Programmes and qualifications with the following main content are classified here:

- Advertising
- Consumer behaviour
- Market research
- Marketing
- Merchandising
- Public relations