

Technology,
Marketing,
Consumers,
and Society

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Summer 2007 AMA Educators' Conference High Impact Sessions

Session 2.1 AMA's New Definition of Marketing: Implications for Scholarship in Marketing and the Role and Responsibility of Marketing in Society

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In 2004, the American Marketing Association unveiled a new definition of marketing: "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." The *Journal of Public Policy and Marketing* will be publishing a special section in its Fall 2007 issue (Vol. 26, No. 2), which focuses on the implications of the 2004 definition of marketing for scholarship in marketing and society, and the role and responsibility of marketing practice in society. The session on the AMA's new definition of marketing included presentations from the authors of the essays which will be published in the special section. These presentations identified and elaborated upon issues that have emerged with respect to and concerning the 2004 definition. Two key themes dominated these presentations: (1) that the definition characterizes marketing as overly narrow in its domain and perspective of marketing as an "organizational function and a set of processes" and (2) whether in the face of an increasingly complex and challenging world the definition addresses marketing's role and responsibility in society in ways that adequately inform and provide guidance to marketing practitioners and others.

Following a newly adopted process by AMA in May 2006 for review and revision of AMA definitions, and after widespread solicitation and consideration of input and surveys of association members, an ad hoc sub-committee of the AMA Governance Committee submitted the following definition for consideration by the Board of Directors of AMA: "Marketing is the activity, conducted by organizations and individuals, that operates through a set of institutions and processes for creating,

communicating, delivering, and exchanging market offerings that have value for customers, clients, marketers, and society at large.” The proposed definition is under review with the Board of Directors of AMA and has not been finally accepted. As a result, the 2004 AMA definition continues to be AMA’s official definition of marketing.