

## 1.2 DEFINITION AND GENERAL CONCEPT OF MARKETING

The term 'Market' has been derived from Latin words 'Marcatus' means a place where business is conducted. Marketing consists of those efforts which effect transfer in ownership of goods and care for their physical distribution. It is the process by which products are made available to the ultimate consumers from their point of origin. In short, marketing means the performance of business activities that direct the flow of goods and services from producer to the consumer. The modern concept of marketing is consumer oriented. Marketing involves the design of products acceptable to the consumers and the conduct of those activities which facilitate the transfer of ownership between seller and buyer.

Pharmaceutical marketing is defined as *"the performance of pharmaceutical business activities that direct the flow of pharmaceutical goods and services from producer to the consumers"*.

In general, marketing aims at satisfying the customer needs, ensuring its revival, and whenever possible, creating new needs through the product or service at the same time