**Ch. 1 Marketing & The Marketing Concept**

1. Explain why the definition of marketing changes over time.
2. Describe how Customer Relationship Management helps businesses employ the marketing concept.
3. What would be the ramifications if marketers did not conduct business with the marketing concept in mind?
4. Identify a time when a company used CRM principals to maintain or improve its relationship with you as the customer.
5. List 5 different ways that marketing can help benefit the customer. (Refer back to the 7 Core functions of Marketing)