Perceptions of Marketing

AN ANALYSIS OF DIFFERENCES AND COMMONALITIES AMONG BUSINESS AND NON-BUSINESS MAJORS

Mandy LaLuzerne & Dr. Scott Swanson | Management & Marketing Department

**Research Questions**

There have been very limited assessments of the perceptions and beliefs about marketing. If knowledge about negative or incorrect perceptions exist, then these issues should be incorporated into the course content of the principles of marketing course, while correct perceptions could be used to build a bridge to reach students and engage them in learning course content.

- What are current undergraduate students’ perceptions of marketing prior to taking the principles of marketing course?
- Do undergraduate business students perceptions of marketing differ based on business major? What about non-business majors?

Prior to taking the Principles of Marketing course students (n = 990) were asked “What is marketing?”

**Respondent Characteristics**

**Mean Age:** 20.9 Years

**Gender**
- Female: 43%
- Male: 57%

**Class Standing**
- Senior: 43%
- Junior: 22%
- Sophomore: 6%
- Freshman: 5%

**Major**
- Accounting: 25%
- Business Administration: 18%
- Finance: 18%
- Information Systems: 12%
- Management: 10%
- Marketing: 13%
- Non-Business: 25%

**Content Analysis Findings**

After collecting all the data, the definition of marketing was coded into 14 different categories. The percentages represent how many students believed each element to be included in the definition of marketing.

**Perceptual Differences**

**Branding**
- Financial
- Marketing
- Non-Business
- Information Systems
- Management
- Accounting
- Other

**Omni-present**
- Information Systems
- Finance
- Management
- Business Administration
- Marketing
- Accounting
- Non-Business

**Relationships**
- Information Systems
- Finance
- Management
- Business Administration
- Marketing
- Accounting
- Non-Business

**Deception**
- Accounting
- Business Administration
- Information Systems
- Management
- Marketing
- Non-Business

**Analytics**
- Information Systems
- Finance
- Accounting
- Non-Business
- Management
- Business Administration

**Conclusion**

Student perceptions of marketing as being product, selling, and advertising/promotion, appear to be consistent with student beliefs in past studies. The richer definitions and corresponding discussions provided by students in the current study suggest that students today may have a more holistic vision of marketing than has been previously identified.