The scope of marketing deals with the question, ‘what is marketed?’ According to Kotler, marketing professionals are involved with ten types of entities, including:

**1. Goods**

Physical goods constitute the major part of a country’s production and marketing effort. Companies market billions of food products and millions of cars, refrigerators, televisions, and machines.

**2. Services**

As economies advance, a large proportion of their activities is focused on the production of services. Services include the work of airlines, hotels, car rental firms, beauticians, software programmers, management consultants, landscapers, and so on. Many market offerings consist of a mix of goods and services; for example, a restaurant offers both goods and services.

**3. Events**

Marketers promote events. Events can be trade shows, company anniversaries, entertainment award shows, local festivals, health camps, and so on. For example, global sporting events such as the Olympics or World Cup Soccer are promoted aggressively to both companies and fans.

**4. Experiences**

Marketers create experiences by offering a mix of both goods and services. A product is promoted not only by communicating features but also by giving unique and interesting experiences to customers. For example, cars come with Bluetooth technology to ensure connectivity while driving; similarly, residential townships offer landscaped gardens and gaming zones.

**5. Persons**

Due to a rise in testimonial advertising, celebrity marketing has become a business. All popular personalities such as film stars, TV artists, YouTubers, social media sensations, and sportspersons have agents and personal managers. They also work together with public relations agencies to better marketing themselves.

**6. Places**

Cities, states, regions, and countries compete to attract tourists. Today, states and coun­tries are also marketing places to factories, companies, new residents, real estate agents, banks, and business associations. Place marketers are largely real estate agents and builders. They are using mega events and exhibitions to market places. The tourism industry is also aggressively promoting tourist spots locally and globally.

**7. Properties**

Properties can be categorized as real properties or financial properties. Real property is the ownership of real estates, whereas financial property relates to stocks, bonds, and other securities. Properties are bought and sold through marketing.

Marketing enhances the benefits of ownership and creates possession utility. With improving income levels in the economy, people are seeking better ways to save money. Financial and real property marketing build trust and confidence at higher levels.

**8. Organizations**

Organizations actively work to build a positive image in the minds of their target public. The PR department plays an active role in marketing an organization’s image. The organization’s goodwill promotes trust and reliability. The organization’s image, reputation, and longevity also help companies in the smooth introduction of new products.

**9. Information**

Information can be produced and marketed as a product. Educational institutions, encyclopedias, non-fiction books, specialized magazines, and newspapers market information. The production, packaging, and distribution of information is a major industry. Media revolution and increased literacy levels have widened the scope of informa­tion marketing.

**10. Ideas**

Every market offering includes a basic idea. Products and services are used as platforms for delivering some idea or benefit. Social marketers widely promote ideas, for example, safe driving habits, need to wear seat belts, need to prohibit children from sitting near the driver’s seat, infant seats facing rear, and so on.

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