

ABSTRACT

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“OPERATIONAL WORKING ACTIVITIES OF MARKETING DIVISION IN PT. INNOVECTO”

Marketing is a mixture of related activities to figure out what the customer wants so the company could develop products, prices, services and do promotion activities to fulfill the customer's needs and the company would gain revenues. With the existence of marketing, the customers don't need to fulfill their needs by themselves. Because of trading with the marketers, customers could fulfill their needs and satisfactions by buying and using products or services. In this internship program, the writer is doing his job as a marketing staff through the social media in PT Innovecto.

Keywords: *marketing, customers, social media*