Prior to taking the principles of marketing course, undergraduate students were surveyed to determine their perceptions of marketing. Twelve categories emerged from the content analysis, suggesting that students have a more holistic view of marketing than previously reported. Results provide a vivid portrait of current student beliefs. Distinctions between business majors and non-business majors, as well as across six business majors on the identified categories were found. Being aware of students’ preconceived perceptions can aid instructors in ensuring that classroom instruction addresses misconceptions and reinforces relevant viewpoints. The paper concludes with noted study limitations and suggestions for future research.