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marketing. The process of planning, pricing, promoting, selling, and distributing products to satisfy customers' needs and wants. Marketing Essentials Chapter 1, Section 1.1. Marketing promotes ideas, goods, and services, such as: •A candidate's political platform •A public service initiative.

Chapter 1 Marketing Is All Around Us

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4 basic marketing decisions: Product place price promotion: Psychographics: values and attitudes and lifestyles...things that people enjoy doing: target marketing: creating plan to meet a specific group: marketing plan: a formal written document which directs activities for a specific time: database technology

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Marketing Essentials chapter 30. STUDY. Flashcards. Learn. Write. Spell. Test. PLAY. Match. Gravity. Created by. oarecou000. Terms in this set (28) Product Planning. Making decisions about the features and services of a product or idea that will help sell the product. Product Mix.

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Marketing Education - Glencoe/McGraw-Hill

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Marketing Research Name four sources of secondary data information for research studies. Section 29.1 1. Answers may include any four of the following: a business's marketing information system, Internet resources, government sources, specialized research companies, business publications, and trade organizations. 29.1

Chapter 29

A B; channel of distribution: the path a product takes from producer or mfg. to final user: intermediaries(or middlemen) businesses involved in sales transactions that move products provide value to producers since they have expertise in certain areas

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