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principles upon which
we build product
promotion strategies.

We can use the
marketing principles
for the effective
promotion of either
goods or services.

Some companies may
follow the 4Ps Strategy
(or 4P Strategy). The
term '4Ps' stands for
product, price, place,
and promotion. Some
people refer to it as the
4P Marketing Matrix.

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PRINCIPLES OF
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EXAMINATION ... For

Part (c), candidates

were required to

discuss two

advantages of

operating a franchise.

The majority of

candidates was

unfamiliar with the

concept ... other

marketing tools.

Acceptance: ...

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CARIBBEAN Bryan A **EXAMINATIONS** **COUNCIL**

It is important to implement this in effective ways to influence the customer. The marketing mix tools such as product, promotion, price and distribution should be effectively managed. The tactics should be evaluated and monitored over a particular time frame

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(Ferrell and et.al.
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Marketing Process o
Marketing Creating
Customer Value and
Engagement o
Company and
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to communicate the

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value of products and services to customers. It is also the activity associated with buying and selling of a product or service and includes advertising, selling, and delivery to target customers.

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What Are the Principles of Marketing? While there are many interpretations and

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applications today, it all started with the four principles of marketing: product, price, place, and promotion. The extended 7 Ps version adds a few more: people, process, and physical evidence.

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Perfect for students of all backgrounds and interest levels, Pride

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and Ferrell's
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overview of essential
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concept, marketing
tools, P's- product,
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promotion LESSON 2-
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targeting and
positioning & analyzing
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3- Study consumer behavior, need s and motivation, group dynamics, social

PAPER V BASIC PRINCIPLES OF MARKETING AND MANAGEMENT

These principles vary in specifics and are determined by the industry and target audience you deal with. While a good deal of small-business marketing

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management involves
the creation of
interest...

Principles of Marketing Management | Your Business

Knowing your target market is one of the most critical marketing principles. If you are targeting the wrong audience, your business is going to suffer. To figure out your target market

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think about your customer base and what type of customer would be ideal. Next, look at your competition and who they are targeting.

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