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The process of establishing an organizational mission and formulating goals, a corporate strategy, marketing objectives, a marketing strategy, and a marketing plan. Marketing Strategy. A plan of

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action for identifying and analyzing a target market and developing a marketing mix to meet the needs of that market.

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1) Individual marketing- personalize your product or customize the product based on customers needs. ex: M & M's, all M and m's but you personalize/ add your name to it. or dell computer you can choose different features that you want. 2) local marketing is selling products in local communities.

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Business marketing final exam study guide. STUDY. PLAY. need. states of felt deprivation. want. the form human needs to take as shaped by culture and individual. marketing myopia. the mistake of paying more attention to the specific products a company offers than to the benefits and experiences produced by these products.

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Marketing: The Core Roger A. Kerin; Steven W. Hartley ...

Terms in this set (84) convert an existing need into a want or to stimulate interest in a new product. designed to stimulate a purchase or an action. It becomes the main promotion goal when the product enters the growth stage of its life cycle. is used to keep the product/brand name in the public's mind.

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Recommended CLEP Marketing Exam Practice Material: The Principles of Marketing exam covers topics that are usually included in an Introduction to Marketing course. This material can include: the role of marketing in society, the understanding of consumer and organizational markets, strategy planning, marketing institutions, and the marketing mix.

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