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Strategy/Matrix. The principle of

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the 4P Marketing Strategy or Matrix is that marketing decisions tend to fall into four categories – product, place, price, and promotion. We refer to them as four ‘controllable’ categories. They are ‘controllable’ because our efforts affect them or their

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outcomes. When you combine all your marketing goals and objectives into one plan, you have a marketing strategy.

What are marketing principles?
Definition and examples
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- Marketing is human activity directed at satisfying needs and wants through exchange processes. Philip Kotler 1976
- Marketing is the process by which companies create value for customers and build strong customer relationships in order to

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capture value from customers in return. Philip Kotler 2008

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MARKETING is the activity of
institutions, and processes for
creating, communicating,

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delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. 4.

Principles of Marketing for Grade
12 Students

O. C. Ferrell is Professor of

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©© Ferrell Bryan A Lukas
Marketing and Creative Enterprise
Scholar at Anderson Schools of
Management, University of New
Mexico. He recently served as the
Bill Daniels Distinguished
Professor of Business Ethics at
the University of Wyoming and
previously as chair of the

Where To Download Marketing Principles 2012 Colorado State University Marketing Department.

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of marketing, but five of the most

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important are understanding the problems of your consumer, learning about your ideal market, demonstrating the value of your product or service, generating leads and building relationships.

Basic Principles of Marketing |

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1. Understanding of principles
and current marketing practice
and its role in organisations. 4
and 6 (LOs) Ability to
communicate and work

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effectively in a group. The individual written report assesses learning outcomes: 2.

Understanding of the complexities of the marketing environment 3. Ability to collect and analyse data for marketing purposes 4.

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