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"offering" instead of the more traditional First "P" — product.

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Marketing principles – 4P

Strategy/Matrix. The principle of the 4P Marketing Strategy or Matrix is

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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 outcomes. When you combine all your marketing goals and objectives

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into one plan, you have a marketing strategy.

What are marketing principles?

Definition and examples

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Created by: fqb2b. Terms in this set (25) Business buyer behavior. The buying behavior of organizations that buy goods and services for use in the production of other products and services that are sold, rented, or supplied to others.

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Principles of Marketing by Philip Kotler - Goodreads

Dr. Philip Kotler, the widely acclaimed management guru, defines marketing as “ the art of exploring, creating and delivering value to the target audience at a profit... it should identify and

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quantify the target market and the profit potential that this market offers you. ”

What are the Objectives of Marketing?
Analysis of ...

Then let's go on to some of the basic principles of marketing. The essence

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of all marketing can be summed up in what has been termed the "4 Ps." They are product, price, place, and promotion. Let's look at each in turn. Product -- The product is what you are marketing. For social marketing, the "product" is a certain behavior you are trying to change.

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Chapter 45. Social Marketing of Successful Components of ...

The author of this detailed primer take a no-nonsense approach to social change, arguing that marketing strategy will determine the outcome of any campaign, whether its goal is to

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reduce alcoholism or cigarette smoking, encourage family planning, improve dietary habits or promote environmental protection.

Social Marketing: Kotler, Philip:
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He describes his contribu- tions to the

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Marketing field in nine areas:

marketing theory and orientations, improving the role and practice of marketing, analytical marketing, the social and ethical side of marketing, globalization and international marketing competition, marketing in the new economy, creating and

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