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Marketing Essentials Chapter 1, Section 1.3 . Target Market and Market Segmentation Identifying a product's target market X is a key to ... Describe marketing functions and related activities. Explain the nature of marketing plans. Select a target market. Set marketing goals and objectives.

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Chapter 29

All marketing activities, other than personal selling, 8. advertising, and publicity, that are used to stimulate consumer purchasing and sales effectiveness. 9. The combination of

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different types of promotion. ... 152

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Student Activity Workbook 1. What is

the difference between a contest and a

sweepstakes? 2. Sweepstakes are an

example of a consumer incentive. Why

might businesses use sweepstakes as

a sales promotional device?

companies highly suggest that you do.

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Think of techniques to encourage participants.

Chapter 17 Promotional Concepts and Strategies

The company review of staff, financial, production, and marketing mix can be found in this section of the marketing plan: Economy: the current state of this is important to businesses: performance standard: expectations that reflect marketing plan objectives: environmental scan

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