

# Principles Of Marketing Study Guide

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Segmentation part two - Pay attention to the ...

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advertising. False. A target market is a specific group of customers on whom an organization focuses its marketing efforts.

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## **Clep Principles Of Marketing Study Guide**

Uncover and satisfy customer needs. Be familiar with the six (6) uncontrollable forces that influence marketing mix decisions. 1. Social (cultural) changes in the society or culture, habits, what is acceptable, etc. (women in workforce, health focus, environmental) 2. Political (legal): laws- punishments by fines, jails, capital punishment, etc., ethics-

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established by society.

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Marketing is complex. It encompasses tons of different disciplines, strategies, and tactics. As a result, developing a basic understanding of how it works can be difficult. Learning the trade can take years of dedication and honing your craft, oftentimes in a handful of specific areas (such as strategy, copywriting, or analytics).

## **Marketing Basics: The 101 Guide to Everything You Need to Know**

Syllabus & Course Information. Outline marketing ethics and philosophies. Define competitive advantage. Detail the marketing environment. Discuss the international marketplace. Explain the process of consumer decision making.

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Identify advertising, public relations and promotion. Describe ...

## **CLEP Principles of Marketing: Study Guide & Test Prep ...**

Either way, Principles of Marketing is a fantastic choice, and our study guide plus practice test will help you get started. There are 100 multiple choice questions to answer in 90 minutes. There will be some pre-test questions that won't count toward your grade.

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specifies four fundamental alternative marketing strategies. present markets and present products = MARKETING PENETRATIONS future markets and present products = MARKET

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DEVELOPMENT new products and present markets = PRODUCT DEVELOPMENT  
new products and new markets = DIVERSIFICATION

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