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MKT401

sold or traded only as an $\tilde{A}\phi\hat{a},\neg\hat{A}\tilde{A}\phi\hat{a},\neg\hat{A}\tilde{A}\phi\hat{a},\neg\hat{A}\tilde{A}\phi\hat{a},\neg\hat{A}\tilde{A}\phi\hat{a},\neg\hat{A}\tilde{A}\phi\hat{a},\neg\hat{A}\tilde{A}\phi\hat{a},\neg\hat{A}\tilde{A}\phi\hat{a},\neg\hat{A}\tilde{A}\phi\hat{a},\neg\hat{A}\tilde{A}\phi\hat{a},\neg\hat{A}\tilde{A}\phi\hat{a},\neg\hat{A}\tilde{A}\phi\hat{a},\neg\hat{A}\tilde{A}\phi\hat{a},\neg\hat{A}\tilde{A}\phi\hat{a},\neg\hat{A}\tilde{A}\phi\hat{a},\neg\hat{A}\tilde{A}\tilde{A}\tilde{A}\phi\hat{a},\neg\hat{A}\tilde{A}\tilde{A}\tilde{A}\phi\hat{a},\neg\hat{A}\tilde{A}\tilde{A}\phi\hat{a},\neg\hat{A}\tilde{A}\tilde{A}\phi\hat{a},\neg\hat{A}\tilde{A}\tilde{A}\phi\hat{a},\neg\hat{A}\tilde{A}\tilde{A}\phi\hat{a},\neg\hat{A}\tilde{A}\tilde{A}\phi\hat{a},\neg\hat{A}\tilde{A}\tilde{A}\tilde{A}\phi\hat{a},\neg\hat{A}\tilde{A}\tilde{A}\tilde{A}\phi\hat{a},\neg\hat{A}\tilde{A}\tilde{A}\tilde{A}\phi\hat{a},\neg\hat{A}\tilde{A}\tilde{A}\tilde{A}\phi\hat{a},\neg\hat{A}\tilde{A}\tilde{A}\tilde{A}\phi\hat{a},\neg\hat{A}\tilde{A}\tilde{A}\tilde{A}\phi\hat{a},\neg\hat{A}\tilde{A}\tilde{A}\tilde{A}\tilde{A}\tilde{A}\tilde{A}\tilde{A}\tilde{A}\tilde{A}\tilde$
>> idea
liability
advice
goods
2. The market can be categorized into separate groups called ââ,¬Â¦Ã¢â,¬Â¦Ã¢â,¬Â¦Ã¢â,¬Â¦Ã¢â,¬Â¦Ã¢â,¬Â¦Ã
model
product
method
>> segments
3. Goods are a physical product capable of being delivered to a $\tilde{A}\phi\hat{a},\neg\hat{A} \tilde{A}\phi\hat{a},\neg\hat{A} \tilde{A}\phi\hat{a},\neg\hat$
staff
people
seller
>> purchaser
4. The market consists of all prospective customers for a given product, service, or $\tilde{A}\phi\hat{a},\neg\hat{A} \tilde{A}\phi\hat{a},\neg\hat{A} \tilde{A}\phi\hat{a},\neg\hat{A}\phi \tilde{A}\phi\hat{a},\neg\hat{A}\phi \tilde{A}\phi\hat{a},\neg\hat{A}\phi \tilde{A}\phi\hat{a},\neg\hat{A}\phi \tilde{A}\phi\hat{a},\neg\hat{A}\phi \tilde{A}\phi\hat{A}\phi \tilde{A}\phi \tilde{A}$
>> idea
asset
consumer

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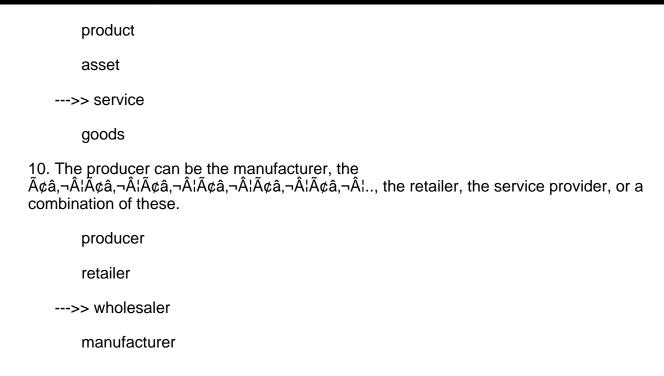
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market
>> price
product
purchaser
6. Customers can be purchasers who intend to resell the ââ,¬Â¦Ã¢â,¬Â¦Ã¢â,¬Â¦Ã¢â,¬Â¦Ã¢â,¬Â¦ or end users who intend to use or consume the product.
>> product
asset
asset
goods
7. Outbound activities include all aspects of informing the market that a ââ,¬Â¦Ã¢â,¬Â¦Ã¢â,¬Â¦Ã¢â,¬Â¦Ã¢â,¬Â¦Ã¢â,¬Â¦Ã¢â,¬Â¦ is available, delivering that product, and encouraging the purchase decision.
service
>> product
method
theory
8. Marketing is the science of meeting the needs of a/an $\hat{A}\phi\hat{a}, \neg \hat{A} \hat{A}\phi\hat{a}, \neg \hat{A} \hat{A}\phi$
employees
unemployed
>> customer
management

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