

The marketing strategy is the \_\_\_\_\_ of a marketing plan foundation

Management is the achievement of organizational goals through people and other \_\_\_\_\_ resources

The term management can often be used to mean \_\_\_\_\_ discipline

One of the greatest strength of SMEs is their management \_\_\_\_\_ to a changing business environment adaptability

\_\_\_\_\_ is the management function of anticipating the future and determining the best course of action planning

A company strategy usually translates into a marketing \_\_\_\_\_ goal

A target market refers to a group of people or organizations at which firms direct a marketing \_\_\_\_\_ programs

\_\_\_\_\_ management means knowing exactly what employees want to do and doing it in the best and the cheapest way Scientific

\_\_\_\_\_ consists of people with needs to satisfy money to spend and willingness to spend it market

Scalar chain is basically the \_\_\_\_\_ in an organization hierarchy