

establishment, a few establishments or even a large number of establishments
firm

[MAC132] e is commonly used in sales promotion to indicate those tools that are applied in sales promotion
technique

[MAC132] the choice of target market is
positioning

[MAC132] ___ can be viewed as a key component of marketing planning
strategy

[MAC132] economic goods and services are used by
consumers

[MAC132] coordination of all seller-initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea is called
promotion

[MAC132] marketing involves ___ key elements
four

[MAC132] ___ refers to the middle men between the manufacturer and the final consumers
trade

[MAC132] ___ is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services, to create exchanges that satisfy individual and organisational objectives
marketing

[MAC132] what the advertising says it will do for the consumer is referred to as
USP

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