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[MKT308] Promotion budget setting is far from an exact science  
TRUE'

[MKT308] \_\_\_\_\_ are intended to attract new customers to use a product already in existence or to introduce a new product  
Contests

[MKT308] stages of the personal selling process include excerpts  
Introduction

[MKT308] Advertising target of advertising plans include but  
media possibilities

[MKT308] Another name of service salesperson is  
Order Takers

[MKT308] common targets in the promotion plans include  
budget

[MKT308] \_\_\_\_\_ are intended to stimulate sales by offering the consumers a discount on purchases  
Coupons

[MKT308] Characteristics of Good Promotion Plans excerpt  
Promotion plans should be unwritten

[MKT308] \_\_\_\_\_ are products that are offered free or at minimal cost to the customer  
Premiums

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