

### **an introduction to marketing pdf**

This chapter provides an overview of basic marketing concepts for those new to marketing. !! This knowledge base will provide a foundation for the concepts presented in

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Business Studies 87 Notes MODULE -5 Marketing 19 INTRODUCTION TO MARKETING We use a large variety of goods and services in our daily life. These include items like toothpaste, toothbrush, soap, oil, clothes, food items, telephone, electricity and

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marketing strategy 9to understand the steps needed to create a marketing strategy 9to develop marketing materials 9to plan to protect, store and review materials 9to monitor the marketing strategy Check that their expectations have been met.

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Marketing activities are going on around us all the time from market surveys in the high street to mail shots received at home, and they all offer an opportunity to learn about marketing.

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CONTENTS UNIT â€“ I Lesson 1.1 Introduction to marketing Lesson 1.2 Marketing concepts Lesson 1.3 Marketing process ... References . 2 Unit â€“ I Lesson 1.1 Introduction to Marketing Objectives In this lesson, we will introduce you to the business function of marketing. After you work out this lesson, you should be able to:

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