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Chapter 2 Developing Marketing Strategies and a Marketing ...

A marketing plan is composed of an analysis of the current marketing situation, its objectives, the firm's strategy for the four Ps, an analysis of opportunities and threats, and appropriate financial statements A marketing plan represents the output of a three-phase process: planning, implementation, and control The planning phase requires

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A marketing strategy identifies (1) a firm's target markets(s), (2) a related marketing mix (four Ps), and (3) the bases on which the firm plans to build a sustainable competitive M Marketing 4th Edition Grewal Solutions Manual

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Fourth Edition Dhruv Grewal, PhD Babson College Michael Levy, PhD Babson College I McGraw-Hill I Irwin SECTION 1 Assessing the Marketplace 1 1 Overview of Marketing 3 What Is Marketing? 4 , - Marketing Is about Satisfying Customer Needs and Wants 5 Marketing Entails an Exchange 6 Marketing Requires Product, Price, Place, and Promotion

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Introduction 3 Marketing as a managerial orientation 4 Marketing myopia - a watershed 5 Life cycles and evolution 7 Marketing misunderstood 8
The marketing function 9 Relationship marketing 11

SYLLABUS FOR MARKETING PRINCIPLES

2 Identify and explain fundamental marketing principles and concepts 3 Illustrate the impact of multinational and social responsibility considerations on marketing decisions 4 Analyze and critically think about real-life marketing issues
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