

# MARKETING

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**Market**

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**Marketing**

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**Target Market**

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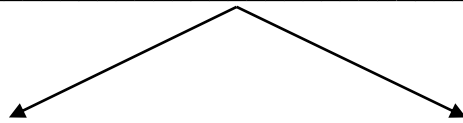
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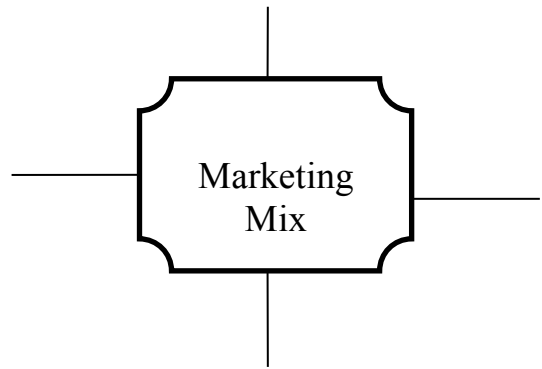
Market Research

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Marketing Mix:

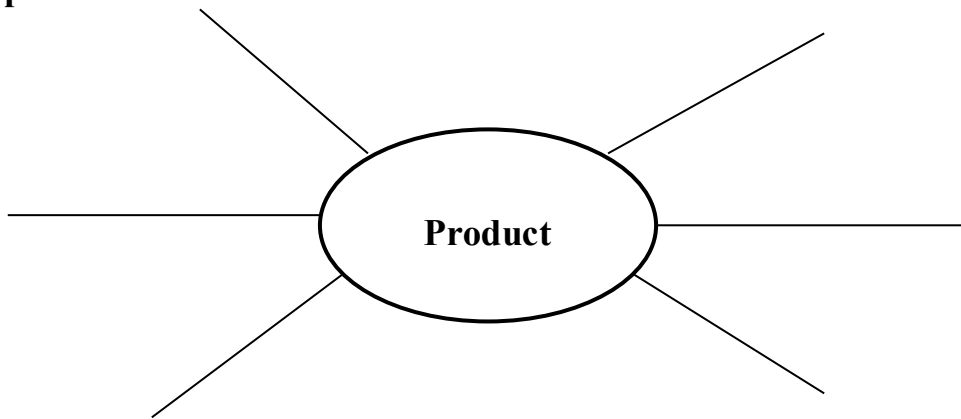


## 1. PRODUCT

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**Example:**



**Brand Names**

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**Example:**

Product Life Cycle

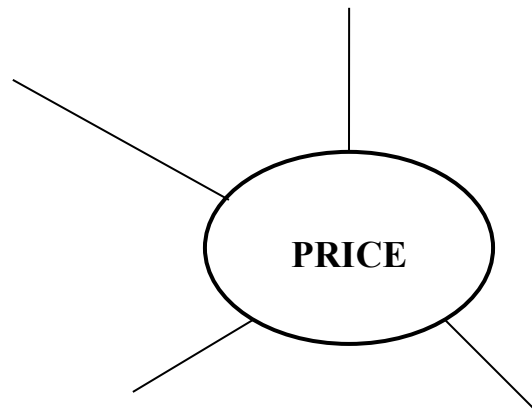


## 2. PRICE

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**Example:**



Mark-up	Margin
Formula:	Formula:

An item is bought for €8 and sold for 10. Find the Mark-up and Margin.

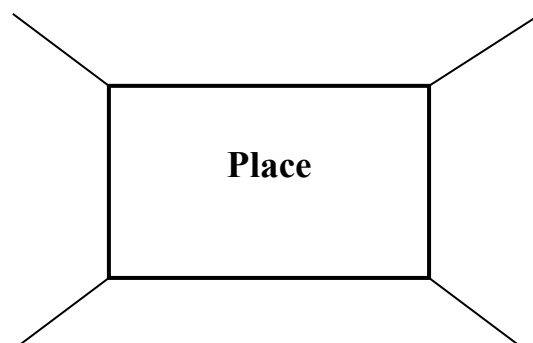
Mark-up	Margin
Workings:	Workings:
Answer:	Answer:

## 3. PLACE

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## 4. PROMOTION

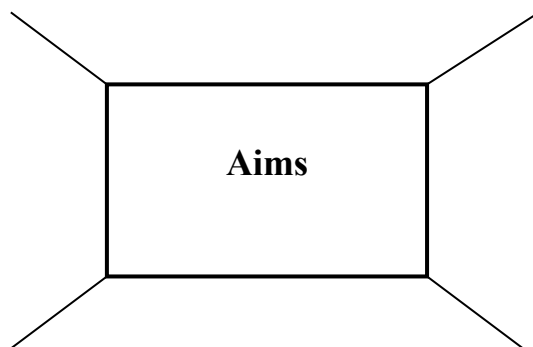
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### (a) Advertising



#### Types

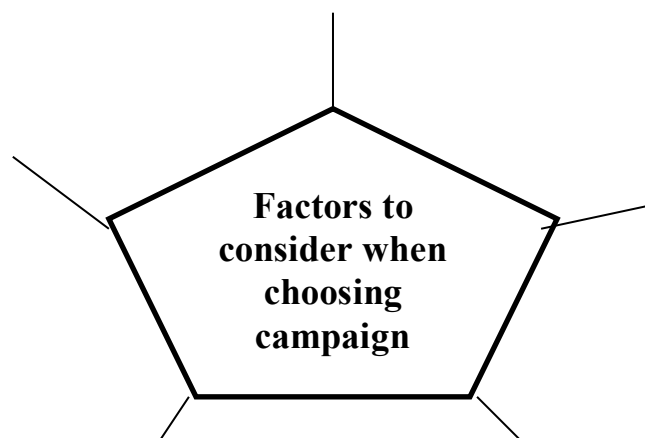
Competitive \_\_\_\_\_

Persuasive \_\_\_\_\_

Informative \_\_\_\_\_

Reminder \_\_\_\_\_

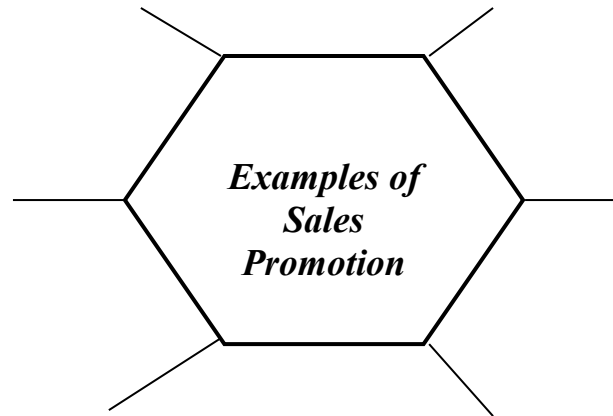
Generic \_\_\_\_\_



**(b) Sales Promotion**

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**(c) Personal Selling**

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Direct Marketing

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**Import Substitution**

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**(d) Public Relations**

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