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Chapter 1 MARKETING- explains how it creates utility & describes its role in the marketplace. Companies must serve: - Customer loyaltyâ€™needs & satisfactionâ€™to succeed. - Satisfaction is an art because it uses imagination.

Contemporary Marketing Chapter 1 - Chapter 1 MARKETING

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cause marketing Identification and marketing of a social issue, cause, or idea to selected target markets. consumer orientation Business philosophy incorporating the marketing concept that emphasizes first determining unmet consumer needs and then designing a system for satisfying them.

Chapter 1 - Contemporary Marketing

___Which element of the marketing mix do producers and manufacturers pay most attention to? a. distribution c. pricing b. product d. promotion 43. ___Which element of the marketing mix do service businesses pay most attention to? a. distribution c. pricing b. product d. all of the above 44.

Ch. 3 and 4 Contemporary Marketing Quiz Review - District 95

Principles of Marketing: Mkt 3321-01; Fall 2014, MW 10:30, AMB 124 ... Textbook: Contemporary Marketing by Boone and Kurtz, 15th edition (paperback). C or better in Mkt 3321 is required to take other marketing classes. Classes taken at Wesleyan and repeated for grade must be ... CHRONOLOGICAL COVERAGE: Chapters 1-19 (1+ chs. per week).

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