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CHAPTER 2 Strategic Planning for Competitive Advantage

Chapter 2 ♦ Strategic Planning for Competitive Advantage 3 these market segments is performed After the market segments are described, one or

more may be targeted by the firm 2-10 Describe the elements of the marketing mix

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CHAPTER 2: INTEGRATED MARKETING COMMUNICATION

Lamb, Hair, McDaniel, Boshoff and Terblanche (2003:5) explain that marketing is a philosophy or perspective based on customer satisfaction, and a set of activities needed to implement this philosophy Marketing is therefore more than a just set of procedures; it is rather a philosophy with customer satisfaction as the foundation or

Introduction to Marketing

2 Course Objective: The purpose of this course is to provide a managerial introduction to the concepts and processes of marketing Upon completion of the course, the student should be able to: (1) understand the role of marketing in society, (2) have a working vocabulary of marketing terms and concepts, and (3) be

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