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1, Section 1.3 . Target  
Market and Market  
Segmentation Identifying a  
product's target market X is  
a key to ... Describe  
marketing functions and  
related activities. Explain  
the nature of marketing

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plans. Select a target  
market. Set marketing goals  
and objectives.

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Marketing Research Process  
29.1 Obtaining Data 2  
Primary data experimental  
method A research technique  
in which a researcher  
observes the results of  
changing one or more  
marketing variables while  
keeping all the other  
variables constant under  
controlled conditions.  
Secondary data The  
experimental method is used

Chapter 29

All marketing activities,  
other than personal selling,

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8. advertising, and  
publicity, that are used to  
stimulate consumer  
purchasing and sales  
effectiveness. 9. The  
combination of different  
types of promotion. ... 152  
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180 Chapter 17 Marketing  
Essentials Student Activity  
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difference between a contest  
and a sweepstakes? 2.

Sweepstakes are an example  
of a consumer incentive. Why  
might businesses use  
sweepstakes as a sales  
promotional device?

companies highly suggest  
that you do. Think of  
techniques to encourage  
participants.

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Concepts and Strategies  
The company review of staff,  
financial, production, and  
marketing mix can be found

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in this section of the  
marketing plan: Economy: the  
current state of this is  
important to businesses:  
performance standard:  
expectations that reflect  
marketing plan objectives:  
environmental scan

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