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Uncover and satisfy customer needs. Be familiar with the six (6) uncontrollable forces that influence marketing mix decisions. 1. Social (cultural) changes in

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the society or culture, habits, what is acceptable, etc. (women in workforce, health focus, environmental) 2. Political (legal): laws- punishments by fines, jails, capital punishment, etc., ethics- established by society.

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• Production philosophy • Focus is production; may work well when demand exceeds supply and when economies of scale are more important. • These 3 philosophies are considered at the end of the marketing

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process because the research is already completed and the product is created. Now the customers are being introduced to the product.

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L. Henthorne

Sales marketing i. business looks inward; it is internally focused and believes that developing outstanding products and services is the key to attracting customers b.

Marketing orientation i. Business looks outward; it is externally focused and believes that directly focusing on the customer before the dealing the with product 5.

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Marketing 571 Final Exam Study Guide. MKT/571 Final Examination Study Guide This study guide prepares you for the Final Examination you complete in the last week of the course. It contains practice questions, which are related to each week's objectives. Highlight

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the correct response, and then refer to the answer key at the end of this Study Guide to check your answers.

Results Page 50 About Principles Of Marketing Final Exam ...

The Principles of Marketing CLEP study guide TEACHES you what you need to know to pass the CLEP test. This study guide is more than just pages of sample test questions. Our easy to understand study guide will TEACH you the information.

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The Principles of Marketing exam covers topics that are usually included in an Introduction to Marketing course. This material can include: the role of marketing in society, the understanding of consumer and organizational markets, strategy planning, marketing institutions, and the marketing mix.

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I become.

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Principles of Marketing Chapter 1 Study Guide

Eras of Orientation for American Business-.

Simple trade era (pre industry- black smiths

and. tradesmen. Production era (1860-1920)-

how fast you can make. things is what makes

you successful. Sales era (1920-1950)- this

is where you get your.

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