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Principles Of Marketing (MKT2100-80)

1 Principles Of Marketing (MKT2100-80) Winter 2014

Instructor: Joy De Los Reyes Email:

Delosreyesj@wpunj.edu Phone: 973-720-2610 (not Available For Online Course) Course Description This Course Is Designed To Introduce You To The Basic Principles Of Marketing, Including, 6th, 2024

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Textbook: M: Marketing 4e (2015 Paperback) By Grewal And Levy, New York: McGraw Hill Education (ISBN = 978-1259446290) Articles: Articles, Cases And Videos For Class Discussions Are Available On Canvas 8th, 2024

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(2012) Is An Analysis Tool That Is Mainly Used To Analyze The Strengths And Weaknesses Of An Organization As Well As The Opportunities And Threats That The Organization Is Likely To Face. In This Section, The SWOT Analysis Of Dunkin Donut Is Presented. Strengths 10th, 2024

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Difficulty: Moderate 23) A Market Is The Set Of Actual And Potential Buyers Of A Product Or Service. 4th, 2024

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2. Marketing Channels Marketing Channels Are, Formally, Chain Of Interdependent Organizations Whose Role Is To Make Product And Services Available For Users (Kotler, Keller 2006). Basically, Marketing Channels Are The Routes That Products And Services Go Through On Their Way From Producers (manufacturers) To Final Consumers Or 5th, 2024

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Of The Enterprise.” Stanton And Futrell 1987, (fundamentals Of Marketing) Define Marketing As “all Activities Designed To Generate And Facilitate Any Exchange Intended To Satisfy Human Needs And Wants.” In The Word Of Jon Jantsch, “Marketing Is Getting Someone Who Has A Need To Know, Like And 4th, 2024

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