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**marketing principles and process** - marketing principles and process brent l. rollins, phd, rph learning objectives 1. define marketing and describe how it functions as a process. 2. define and describe the general principles of marketing, including needs, wants, demand, and value, and apply these principles to the pharmaceutical industry. 3.

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**principles of marketing syllabus** - facing at home and abroad. people often confuse marketing with advertising and sales. in this course you will learn about the "real" nature and scope of marketing management of which advertising and sales are simply two facets. you will be introduced to other aspects of marketing, such as: 1) marketing strategy, 2) promotion, 3)

**introduction to the principles of social marketing** - kotler and lee, 2008 "social marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviours that benefit individuals and communities for the greater social good." social marketing practice is guided by ethical principles. it seeks to integrate research, best practice, theory, audience and partnership

**chapter 2 company and marketing strategy: partnering to ...** - customer-driven marketing strategies and constructing marketing programs. first, we look at the organization's overall strategic planning, which guides marketing strategy and planning. next, we discuss how marketing partners work closely with others inside and outside the firm to create value for customers.

**marketing management, millenium edition** - marketing (management) is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals. 8

**course syllabus mrkg 1311 principles of marketing** - course syllabus mrkg 1311 "principles of marketing catalog description: introduction to the marketing mix functions and process includes identification of consumer and organizational needs and explanation of environmental issues.

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