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awareness stage in which the consumer recognizes a brand or product interest consumer starts to feel and become interested enough to explore the product or brand desire interest leads to a desire for the marketing item action to be successful marketing communication must prompt an action

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the variety of products a company offers is called its product mix study with quizlet and memorize flashcards containing terms like the screening and evaluation phase of product development is usually conducted by the money a company has left over from the sale of a commodity after all costs are paid is referred to as a focus group is

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unit 6 consumer analysis and marketing strategy 6a identify the components of an effective customer management strategy what is a customer relationship management crm system why is it necessary for a marketing company to manage consumers how might a marketing company develop a strategy to manage consumers

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course overview marketing as a business discipline is highly misunderstood people often think of marketing in terms of highly visible specialized tactical activities such as advertising promotions and sales that is wrong marketing is much more than specialized tactics

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instructions using the marketing plan template file you created from marketing and consumer value and expanded upon in strategic planning in marketing and market segmentation targeting and positioning complete the following section of your marketing plan current market situation situation analysis

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3 6 marketing research assignment the marketing research assignment is designed to enrich your understanding of the value of research to the formulation of sound marketing strategy it consists of two options you can choose either one or a combination of both that is to satisfy the marketing research

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