

exam prep for marketing pdf

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SAMPLE EXAM - DECA

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HOSPITALITY AND TOURISM - DECA Inc

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PRINCIPLES OF MARKETING - pitt.edu

MARKETING PRINCIPLE & PRACTICE 2/4 8) A company's total marketing communications mix consists of a special blend of advertising, sales promotion, public relations, personal selling, and direct-marketing tools that the company uses to communicate customer value and build customer relationships. This is also called _____. A) direct marketing

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Study Guide for The Principles Of Marketing CLEP

other elements of the marketing mix • Identify possible competition for your own pharmacy. ... in this practice, the risk of being found out is rather great. More and more ... • Self test (Figure 2): What you know and don't know about marketing

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