

# Term Papers Marketing Management

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The marketing mix refers to the combination of the four factors (price, promotion, product, place) that make up the core of a business's marketing strategy. In this step of the marketing planning process, marketing mix must be designed to satisfy the wants of target markets and achieve the marketing ...

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Also to issue other related products to increase its market competitions. o Improve publicity through personal selling, advertisement, Corporate social responsibility displays, exhibitions, discount coupons, small gifts and free samples, and letters of credit To conclude, the company should adopt a combination of four marketing variables: creating a marketing that combines and integrate four basic marketing ...

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