

Strategic Marketing Management: Marketing Mix (4Ps) - Product, Price, Promotion, Place

<p>Product</p> <p>Identifying the needs and wants of the target market.</p>	<p>Price</p> <p>Identifying the value of the product to the customer and setting a price that reflects this value.</p>	<p>Promotion</p> <p>Identifying the most effective communication channels and messages to reach the target market.</p>	<p>Place</p> <p>Identifying the most effective distribution channels to reach the target market.</p>
<p>Product</p> <p>Product development, product differentiation, product positioning, product lifecycle.</p>	<p>Price</p> <p>Price setting, price discrimination, price skimming, price penetration.</p>	<p>Promotion</p> <p>Advertising, sales promotion, public relations, direct marketing.</p>	<p>Place</p> <p>Distribution channels, distribution strategy, distribution intensity.</p>

Figure 1.1

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Figure 1.1

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