

**Phase Test 1  
Revision Seminar**

**105MKT Marketing Essentials**

**The marketing concept  
The marketing environment  
Understanding consumer behaviour  
Organizational buyer behaviour  
Marketing Research and Information Systems  
Ethics and Corporate social responsibility  
Segmentation, Targeting and Positioning  
Seminar Objectives**

**“Because the purpose of business is to create and keep customers, it only has two central functions – marketing and innovation. The basic function of marketing is to attract and retain customers at a profit.”**

**Peter Drucker**

# Marketing Essentials Chapter 11 Test

**Carl McDaniel, Jr.**



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