

**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

A Gutmann



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