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team in your

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organization, you can

start from the team

hiring discussion, and

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a) Direct marketing, b) Selective distribution, c) Market penetration strategy, d) Integrated marketing ( 2017

March Q7) Chapter 2.

1. Describe the information you would expect to find in the sections of a typical marketing plan and summaries the importance of marketing planning to

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marketing  
management. (2014  
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questions such as What  
are the keys to  
marketing success?,  
various components of  
marketing  
management, What

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were the different approaches used in marketing earlier?, What are the current approaches used for marketing?, What is an International marketing plan?, What is marketing communication?, What are the various types of ...

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