

CHAPTER 14 MARKETING STRATEGY

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MARKETING STRATEGY

- Plan to combine the right combination of the four elements of the marketing mix for a product to achieve its marketing objectives.
- Marketing objectives could include maintaining market shares, increasing sales in a niche market, increasing sale of an existing product by using extension strategies etc.



FACTORS THAT AFFECT THE MARKETING STRATEGY:

PRODUCT

Is the product new and innovative, or an existing one?
What type of product does the target market like?

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Adopting the Song of Expression: An Emotional Symphony within **Chapter 14 Marketing Promotion Robertleecannon**

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