

# Introduction to Marketing

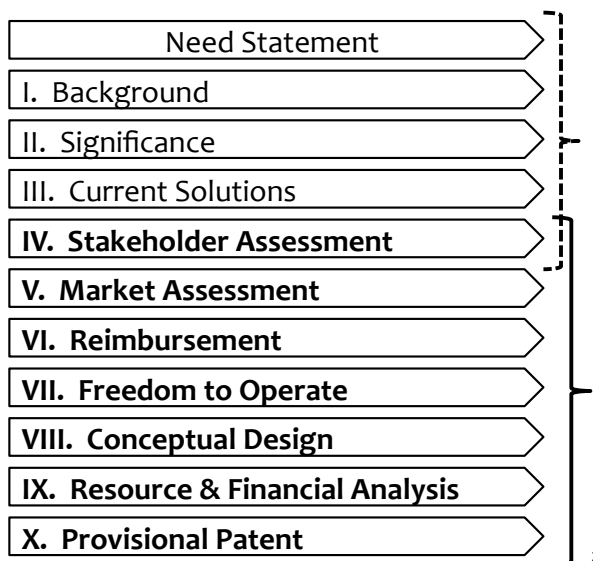


Bob Barnes and Marilyn Lombardi



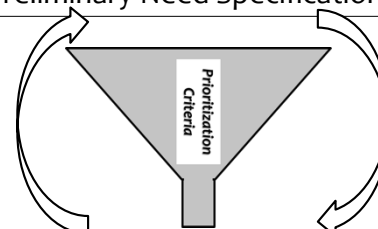
1

## **Need Specification**



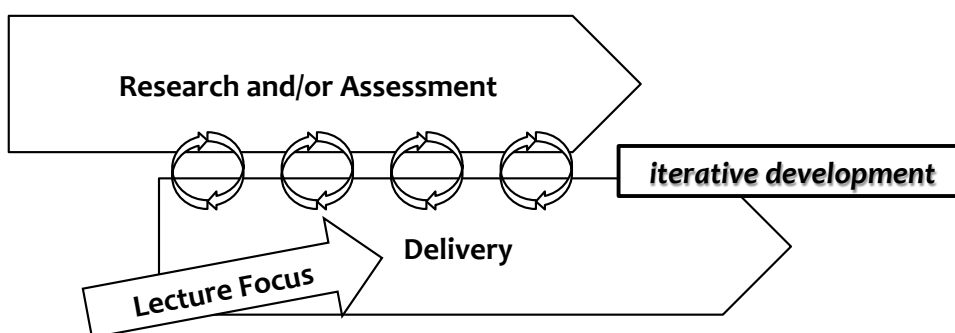
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Preliminary Need Specification



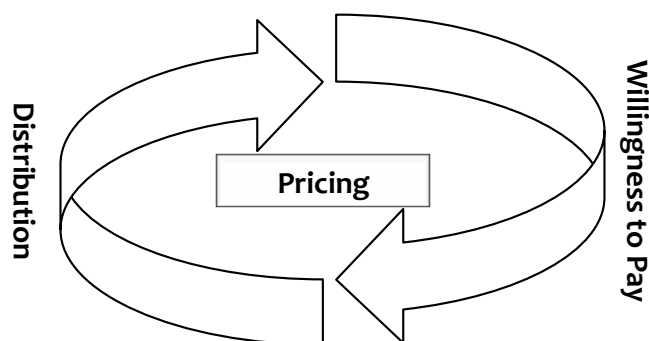
**Focus of Post Prioritization**

**Marketing** = “the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives”



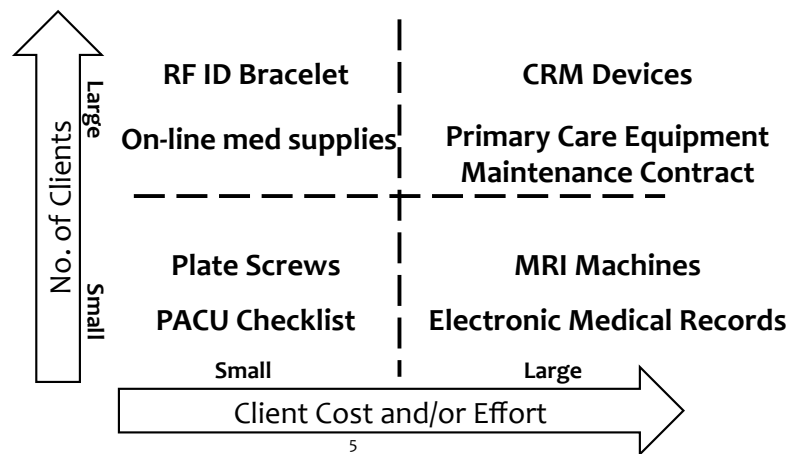
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## It is a Complex Issue

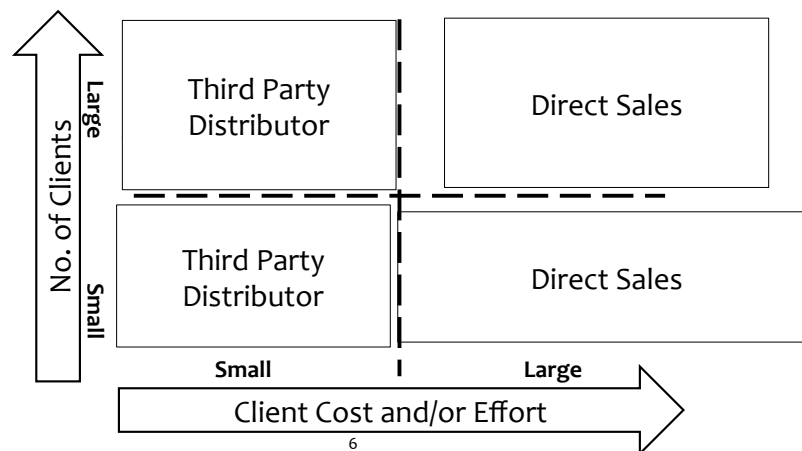


4

# Distribution



# Distribution



# It is a Complex Issue

