

ASSIGNMENT-1.

Definition.

Marketing.

Marketing involves strategies and tactics used by companies and individuals to promote and sell product or services.

Strategy.

A strategy is a high-level plan designed to achieve one or more long-term or overall goals under conditions of uncertainty.

tactics.

Tactics refers to the specific action or steps taken to execute a strategy and achieve short-term goals.

what is 3c?

The 3c in marketing refers to the three key elements that business must consider when developing a marketing plan. The 3c are: company, customer, and competition.

customer:

Understanding the needs, preferences, and behaviours of your target market

company.

Analyzing your own company's strengths, weaknesses, capabilities and resources

competitors:

Assessing the strengths, weaknesses, and strategies of your competitors in the market.

what is marketing message?

marketing messages refer to the key points and information a company conveys to its target audience to promote its products or services.

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