

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 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 behaviour of your target market

Company :-

Analyzing your own company's strength, the 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 convey to its target audience to ~~promote~~ its product or services.

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