



4.1 Introduction to marketing

Terminology exercise

Check that you understand the terminology used in this subtopic by dragging the correct word into each space.

The term _____ has three distinct meanings: a place where buyers and sellers come together or interact, a location and a type of product. The term _____ includes all of the processes involved in identifying and satisfying customer needs. Businesses need to develop an appropriate _____ in order to meet those needs. This includes product, price, promotion and place. For service markets there are additional considerations related to process, physical evidence and _____.

The marketing _____ of for-profit commercial and for-profit social enterprises might include growth targets and circular product development. The marketing objectives of _____ enterprises may have a different focus, relating to fundraising, raising awareness, or political action.

objectives market marketing

non-profit social marketing mix

people

✔ Check



Question: 1 of 2 questions

