

















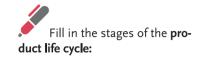




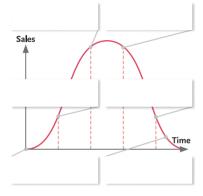




#### IV Marketing



Growth / Introduction / Product development / Decline / Maturity / Saturation



# Going international

Now let's use the basics of the chapter "Marketing" in English! Marketing is not only advertising and selling. Marketing has to be understood as identifying and satisfying customer needs.

#### Exercise 1

Complete the following text with the words from the box.

marketing strategy market research primary secondary competitors customers target group

to gain information about Companies use their . This information is used to determine the . It can be obtained by using ket research and provides information about and the overall market environment.

#### Exercise 2

Which of the 4 Ps of Marketing do the following examples belong to?

### Exercise 3

Describe examples of advertisements you have seen on social media. Try to use full sentences.





## V Material- und Warenwirtschaft

Material- und Warenwirtschaft im Überblick/

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