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3rd Year

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Uploaded by Anne Curtis on May 4, 2025

Module Overview

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April 3, 2025, 10:45 pm

Anne Curtis

Techno Notes Module 8

April 9, 2025, 8:45 pm

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TECHNOPRENEURSHIP

Instructor: Mr. Carlo Genster Camposagrado

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Study Guide Module 8: UNIQUE MARKETING ISSUES

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Uploaded by Sir Carlo Genster Camposagrado on April 4, 2025

Module Overview

This module covers about how firms define and select their target markets and how a firm establishes a brand. Moreover, it discusses the four key aspects of marketing as they relate to young entrepreneurial firms. These four aspects, commonly referred to as the "4 Ps" of marketing, are product, price, promotion and place (or distribution).

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Techno Module 8



### Study Guide Module 8: UNIQUE MARKETING ISSUES

This module covers about how firms define and select their target markets and how a firm establishes a brand. Moreover, it discusses the four key aspects of marketing as they relate to young entrepreneurial firms. These four aspects, commonly referred to as the "4 Ps" of marketing, are product, price, promotion and place (or distribution).



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### ELECTIVE 1 (WEB SYSTEMS & TECHNOLOGIES 2)

Instructor: Kathryn Bernardo Daniel Padilla

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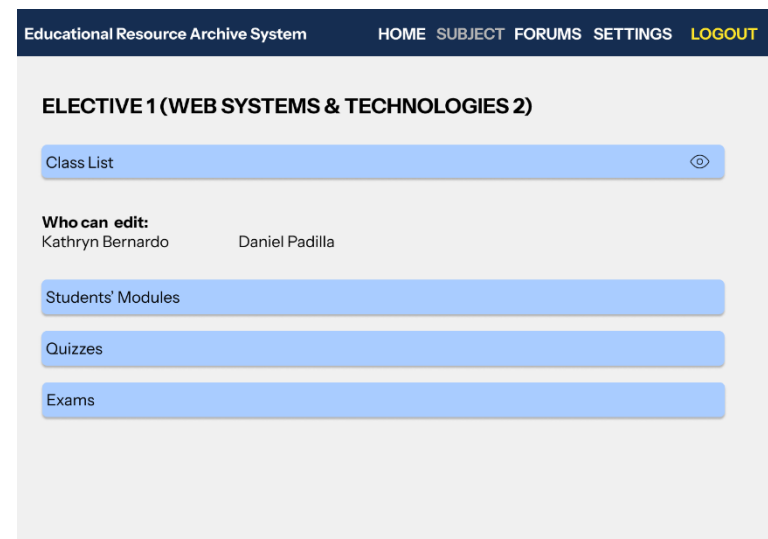
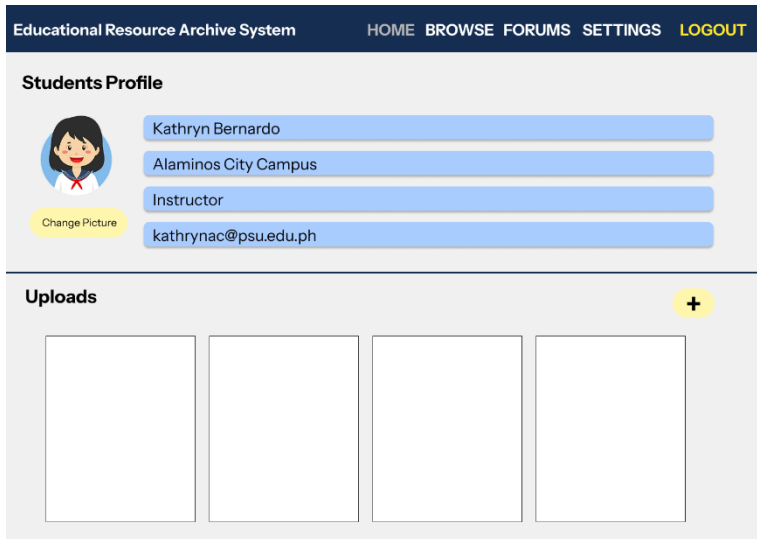
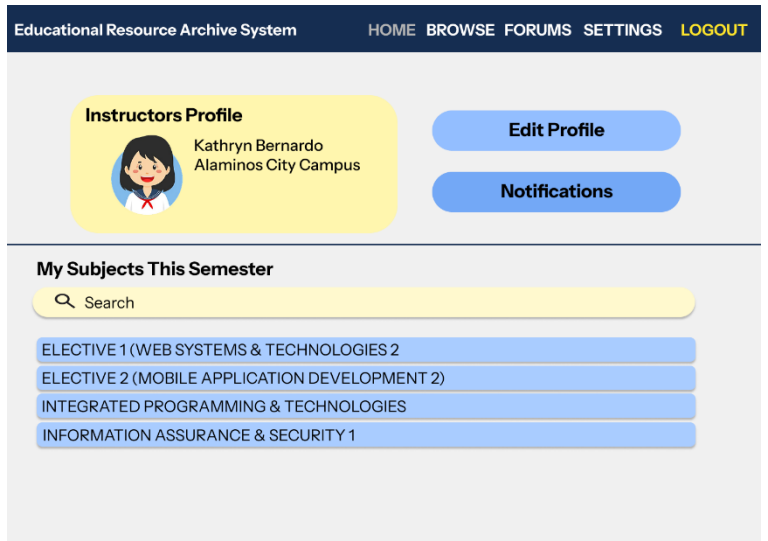
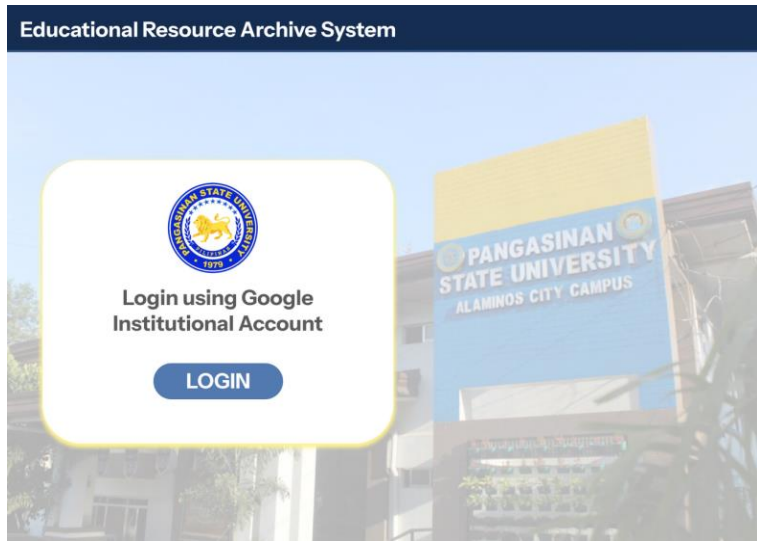
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Instructor: Julia Montes    Coco Martin

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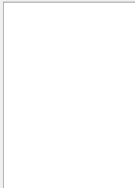
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22ac9998@psu.edu.ph	User logged in the system.	08/01/2024 9:26 AM	08/01/2024 10:45 AM
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22ac9998@psu.edu.ph	User logged in the system.	08/01/2024 9:26 AM	08/01/2024 10:45 AM
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☐ Jhong Hilario

☒ Daniel Padilla

☐ Kevin Hart

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