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(Prof. Elton Gibson I)

THE PRODUCT FORD FIESTA: A MARKETING ANALYSIS - PART I PART II



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Grin Verlag. Paperback. Condition: New. 52 pages. Dimensions: 8.3in. x 5.8in. x 0.1in. Seminar paper from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1, 0, University of Applied Sciences Essen, language: English, comment: This publication includes Part I (page 1 - 20) and Part II (page 21 - 43). , abstract: This paper contains 2 Marketing Assignments evaluated with an excellent grade and written in 2011 for a MBA course at the FOM in Germany. It demonstrates how to easily apply a Marketing Analysis exemplified by a consumer product. Moreover, it contains a Market Analysis, Marketing Objectives and Strategy based on SWOTPESTPorter, Unique Selling Propositions and the model of Four Ps. The author introduces the new Marketing and Loyalty Mix as an adjustment to the original Marketing Mix. ----- Dieses Buch beinhaltet 2 mit der Note 1, 0 bewertete Seminararbeiten aus dem Jahr 2011 in dem Fach Marketing fr ein MBA-Studium an der FOM in Deutschland. Es veranschaulicht, wie auf einfache Weise eine Marketinganalyse fr Konsumgter erstellt werden kann. Dies wird durch eine Marktanalyse, Marketing Ziele und Strategien basierend auf SWOTPESTPorter, USPs und den Four Ps umgesetzt. Der Autor erweitert den Marketing Mix und stellt den neuen Marketing und Loyalty Mix vor. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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