

Marketing Essentials Chapter 17

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\ Marketing Essentials--Chapter 17. Marketing Essentials--Chapter 17. Promotion. Any form of communication or activity that helps in the exposure or sale of a product (to inform, persuade, or remind). promotional mix. The cost-effective combination of the different types of promotion used to reach company goals.

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d. Mass marketing 3. How is direct marketing used? a. Through the mail only b. Through the mail and via e-mail c. On television d. On the radio 4. What is PR? a. Public relations b. Promotional relations c. Product relations d. People relations 5. What is the promotional mix a. A combination of different promotional strategies b. Publicity c.

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Marketing Essentials Vocab (Chapter 17) product promotion. a promotional method used by businesses to convince prospects to select their goods or services instead of a competitor's brands. institutional promotion. a promotional method used to create a favorable image for a business.

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