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SWOT analysis An assessment that lists and analyzes the company's strengths and weaknesses. Strengths, Weaknesses, Opportunities, Threats. PEST analysis The scanning of outside influences on an organization. This methods looks at the world using four factors: political, economic, sociocultural, and technological. marketing plan A formal written document that directs a company's activities ...

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ASKINS, PHILLIP S. Welcome; Trade Show 2013-2014; Class Resources. Marketing Essentials Notes; Assignments; Web Resources; Questionnaire; Erie High School; Class Resources; Marketing Essentials Notes; Marketing Essentials . Marketing Basics ... Chapter 1: Marketing Is All Around Us. Chapter 2: The Marketing Plan . Unit 2: Economics . Chapter 3 ...

# **ASKINS, PHILLIP S / Marketing Essentials Notes**

Marketing chapter two concepts, multiple-choice. It is fairly common for marketing efforts to turn out poorly, so to avoid that fate and get better than average results, a good manager needs to use a logical process for marketing strategy planning.

# Marketing Chapter 2 Multiple Choice - ProProfs Quiz

Marketing Essentials OLC through glencoe.com. glencoe.com Chapter 2 — The Marketing Plan 25 DECA Events These acronyms represent DECA com-petitive events that involve concepts in this chapter: Performance Indicators The performance indicators represent key skills and knowledge. Relating them to the concepts in this chapter is your key to success

#### **CHAPTER 2 The Marketing Plan**

\ Marketing Chapter 2 test. Marketing Chapter 2 test. SWOT Analysis. Assessment tool used by organization to determine its strengths, weaknesses, opportunities, and threats. Environmental scan. Analysis of outside influences that impact an organization. Market segmentation.

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