Principles Of Marketing Study Guide

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A manufacturer pays a percentage of a retailer's promotion costs A manufacturer offers discounts to retailers who buy large quantities A food producer pays a grocery chain to place its products on the shelves A retailer offers kickbacks to a supplier for certain hot selling products

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Strategy of using different marketing mix activities, such as product features and advertising, to help consumers perceive a product as being different and better than competing products....

Product differentiation

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Integrated marketing communications/promotion is a process of planning that utilizes the roles of a variety of communication channels (ie: print advertising, direct response, sales promotion, and public relations) for a single campaign.

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