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Chapter 5 39 Terms vazquezmarc  
Module 4 -Marketing Plan Objectives,  
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## **Chapter 1 - A Framework for Marketing Management ...**

The content not included in Strategic Marketing Management: The Framework involves chapters on understanding customers, gathering market insights, personal selling, retail management, and

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customer relationship management, as well as the appendix containing sample marketing plans.

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a section of a marketing plan in which the marketing manager defines the mission, marketing and financial objectives, and needs the market offering is intended to satisfy as well as its competitive positioning

### **A Framework for Marketing Management, Chapter 2 Flashcards**

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Marketing (management) is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals.<sup>8</sup> Coping with exchange processes—part of this definition—calls for a considerable amount of work and skill.

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