

4.1: Guiding Questions | Learning Objectives



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Unit 4: Guiding Questions

- What is a target market?
- What is marketing mix (product, price, place, and promotion)?
- What are the roles within a marketing department of an organization or business?
- What are the roles within the sales department of an organization or business?

Unit 4: Learning Objectives

After completing Unit 4, I will be able to ...

- define marketing and sales, as well as careers in each
- describe the four P's (product, promotion, pricing, and place) of marketing
- identify several marketing research resources
- identify a target market

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