

## SECTION OVERVIEW

### 28.24: Module 12- Marketing

28.24.1: Reading- Introduction to Product Pricing

28.24.2: Reading- The Promotion Mix- The Fourth P

28.24.3: Reading- Introduction to Social Media Marketing

28.24.4: Reading- Defining Marketing

28.24.5: Reading- The Four Ps of Marketing

28.24.6: Reading- The Marketing Environment

28.24.7: Reading- Generation Effects and Consumer Behavior

28.24.8: Reading- Using Market Research to Understand Consumers

28.24.9: Reading- The Market Research Process

28.24.10: Reading- Developing Organizational Objectives and Formulating Strategies

28.24.11: Reading- Overview of the Marketing Plan

28.24.12: Reading- Branding

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