

CHAPTER OVERVIEW

10: Module Ten - The Functions of Marketing

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- 10.2: Introduction to Role of Customers
- 10.3: Marketing Defined
- 10.4: How Companies Approach Marketing
- 10.5: Value Proposition
- 10.6: Marketing and Customer Relationships
- 10.7: Influences on Consumer Decisions
- 10.8: Buying-Process Stages
- 10.9: Introduction to Segmentation and Targeting
- 10.10: Defining Your Target Market
- 10.11: The Importance of Marketing Information and Research
- 10.12: The Marketing Research Process
- 10.13: Introduction to Marketing Mix Introduction
- 10.14: Defining the Marketing Mix
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- 10.16: Finding the Right Marketing Mix
- 10.17: Creating and Aligning the Marketing Strategy
- 10.18: Putting It Together- Marketing Function

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