

CHAPTER OVERVIEW

11: Module Eleven - The Marketing Mix

- 11.1: Why It Matters- Marketing Mix
- 11.2: Introduction to Product
- 11.3: Consumer Product Categories
- 11.4: Elements and Benefits of Branding
- 11.5: Common Branding Strategies
- 11.6: Stages of the Product Life Cycle
- 11.7: Marketing through the Product Cycle
- 11.8: The New-Product Development Process
- 11.9: Introduction to Promotion
- 11.10: Integrated Marketing Communication (IMC) Definition
- 11.11: Common Marketing Communication Methods
- 11.12: Using IMC to Support Marketing Strategies
- 11.13: Introduction to Place
- 11.14: Channels of Distribution
- 11.15: Channel Partners
- 11.16: The Role of Wholesale Intermediaries
- 11.17: Retailers that Distribute Products
- 11.18: Supply Chains and Distribution Channels
- 11.19: Introduction to Price
- 11.20: Customer Value and Price
- 11.21: Pricing Objectives
- 11.22: Cost-Plus Pricing Method
- 11.23: Discounting Strategies
- 11.24: Putting It Together- Marketing Mix

11: Module Eleven - The Marketing Mix is shared under a [not declared](#) license and was authored, remixed, and/or curated by LibreTexts.