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True/False Indicate  
whether the  
statement is true or  
false. True 1. A  
market includes

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people who share similar needs and wants, and can purchase a company ' s products. False 2. A marketing concept includes information such as ethnic background, age, income level, and geographic location. True 3.

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you need to study

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that are the 3  
economic benefits of  
marketing. A. New  
and improved  
products. B. Increased  
quantity. C. Added  
value and ...

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A. B. Marketing. the process of developing, promoting, & distributing products to satisfy customers' needs & wants.

Products. include goods & services, which have monetary value & satisfy customers' needs & wants.

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Marketing Is All ...

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1. understand the marketplace and customer needs and wants
2. design a customer driven marketing strategy
3. construct an integrated marketing program that delivers superior value
4. build profitable

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relationships and  
create customer  
delight 5. capture  
value from customers  
to create profit and  
customer equity

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1.1. Marketing  
promotes ideas,

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goods, and services,

such as: 糞 「 A

candidate 糞 互

political platform

糞 「 A public service

initiative. Ideas,

Goods, and Services.

This ad promotes a

healthy diet that

includes dairy

products. Marketing

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City School ...

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Marketing promotes

ideas, goods, and

services, such as:

Example: A candidate's

political platform

Example: A...

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Answers Chapter

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Chapter Summaries

Section 1.1 •

Marketing is defined as the process of planning, pricing, promoting, selling, and distributing ideas, goods, and services to

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create exchanges that  
satisfy customers.

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questions 1. including  
several

complementary  
products in a package  
that is sold at a single  
price INCORRECT No  
answer given THE

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ANSWER bundle pricing 2. a store offers all merchandise in a given category at certain prices

INCORRECT No answer given THE ANSWER price lining 3. technique that involves setting prices that ...

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question. The process  
of classifying people  
who form a given  
market into even  
smaller groups.

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question. Identifies target markets and sets marketing mix choices that focus on those markets.  
answer.

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