



CHAPTER 1

MARKETING PRINCIPLES AND STRATEGIES

Lesson 1:

Marketing and its Traditional Approaches



LEARNING COMPETENCIES

• The learners...

- 1. define and understand marketing** ABM_PM11-Ia-b-1
- 2. describe the traditional approaches to marketing**
ABM_PM11-Ia-b-2
- 3. discuss the goals of marketing** ABM_PM11-Ia-b-3
- 4. identify and explain contemporary marketing approaches** ABM_PM11-Ia-b-4



MARKETING is the activity of

Principles Of Marketing Chapter 1

Ensheng Dong



Principles Of Marketing Chapter 1:

Reviewing **Principles Of Marketing Chapter 1**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is actually astonishing. Within the pages of "**Principles Of Marketing Chapter 1**," an enthralling opus penned by a highly acclaimed wordsmith, readers set about an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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