

# Quiz & Worksheet - Identifying Target Markets

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1. Promotional strategies consist of

- advertising, marketing and sales
- personal selling, advertising, sales promotion, public relations
- personal selling, advertising, pricing, and distribution

2. Which part of the marketing mix is the most flexible and easiest to change?

- promotion
- price
- place

3. What is a target market?

- it is the group that the company thinks wants the product.
- it is the targeted customers for the ad campaign and sales.
- it is a defined group most likely to buy a company's products or services.

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