

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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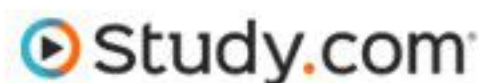
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