

13.1 The Marketing Process

Marketing Process

Marketing Process

1. Determine the company's mission, vision, and core values.
2. Conduct a SWOT analysis.

1. Determine the company's mission, vision, and core values.

2. Conduct a SWOT analysis.

3. Develop a marketing strategy.

4. Implement the marketing strategy.

5. Monitor and evaluate the marketing strategy.

6. Adjust the marketing strategy as needed.

7. Report on the marketing strategy.

Marketing Strategy

Marketing strategy is a plan of action that outlines the company's overall marketing goals and objectives.

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