

What is Marketing?



Marketing is the process of _____,

_____, and _____

products in order to satisfy consumer

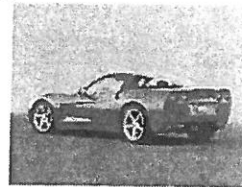
_____ and _____.

Building **long-term** _____ through the

means of _____.

Products can be either

_____:



Or

_____:





An _____ takes place everytime something is sold in the marketplace.