

NON-PROFIT MARKETINGNON-PROFIT ORGANISATIONSPROFIT-MARKETING 1 previous post  
OVERVIEW OF PRICING STRATEGIES – FINDING THE RIGHT PRICING STRATEGY FOR YOUR  
PRODUCTS next post THE CONSUMER ACQUISITION PROCESS – HOW DO CONSUMERS  
DECIDE?9th May 2020 7PS OF THE MARKETING MIX – COMPREHENSIVE MARKETING...9th May  
2020 7PS OF THE MARKETING MIX – COMPREHENSIVE MARKETING... 13th April 2020 POPULAR 1  
The Macro Environment – Six Forces in the Environment of a Business 2 The New Product  
Development Process (NPD) – Obtain new Products 3 4 Types of Consumer Products and Marketing  
Considerations – Convenience, Shopping, Speciality and Unsought Products Three Levels of Product –  
Core Value, Actual Product, Augmented Product Branding Decisions – 4 Brand Strategy Decisions to  
Build strong Brands Characteristics of Services: What is a Service – And what makes it so special?21st  
February 2020 HOW TO USE PSYCHOLOGY IN MARKETING – DECODING...