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Marketing is characterised by things like a consumer orientation, segmentation and targeting, advertising and sales promotions, and much research with

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customers and potential customers to ensure that things like packaging and pricing are appropriate for the product, and that the advertising is believable, relevant and motivating.

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Like other business functions, marketing is an ongoing process driven by core principles such as identifying and targeting the right customer markets,

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preparing an effective marketing mix, creating high-impact messages and building a consistent image.

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