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Identifying a product ' s

target market X is a key

to ... Describe marketing

functions and related

activities. Explain the

nature of marketing

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Process 29.1 Obtaining

Data 2 Primary data

experimental method A

research technique in

which a researcher

observes the results of

changing one or more

marketing variables while

keeping all the other

variables constant under

controlled conditions.

Secondary data The

experimental method is

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used  
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All marketing activities,  
other than personal  
selling, 8. advertising, and  
publicity, that are used to  
stimulate consumer  
purchasing and sales  
effectiveness. 9. The  
combination of different  
types of promotion. ...

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difference between a

contest and a

sweepstakes? 2.

Sweepstakes are an

example of a consumer

incentive. Why might

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businesses use

sweepstakes as a sales promotional device?

companies highly suggest that you do. Think of techniques to encourage participants.

Chapter 17 Promotional Concepts and Strategies  
The company review of staff, financial, production, and marketing mix can be

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found in this section of  
the marketing plan:

Economy: the current  
state of this is important  
to businesses:

performance standard:  
expectations that reflect  
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