5.1 Offer

5.3 Market aims

6 Market research (incl. feedback) —

7.3 Means (e.g. methods, techniques) — Communications mix

7.4 Mechanisms

4 Audience

4.3 Prospect postures

3.3 Stakeholders (e.g. suppliers, customers, employees, competitors, economic forces, government, society, media, etc.) —

3.1 Environment (e.g. societal expectations (e.g. human rights) and tolerances (e.g. limits)

2.2 Marketing Knowledge (e.g. marketing and sales

2.1 Marketing Objectives (e.g. profit, growth, market share, customer satisfaction, etc.)

1 Overview

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