

Principles of Marketing 2e

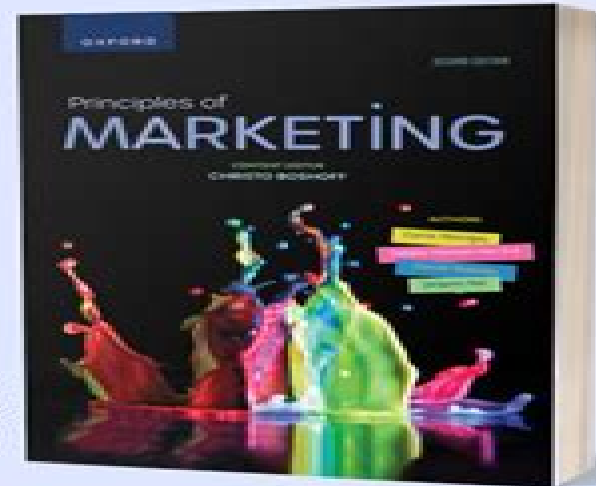
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Principles of Marketing 2e is a streamlined textbook which covers the basic concepts of marketing in a practical manner. Students are encouraged to develop real marketing skills with the aid of useful tools in the textbook and online.

The new edition expands on the South African focus with local examples and case studies. There is also additional information on the South African consumer, ethical practices in marketing and an emphasis on communicating customer value.

- QR codes link the theoretical aspects to articles and studies to enhance the learning experience.



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will consist of questions which will require detailed answers There will be a choice and candidates will be required to answer four questions from this section

1 Stakeholders in Commercial Organisations

a Meaning of stakeholder types Internal shareholder employee and employer meaning of each and External stakeholders supplier creditor government and society meaning of each differences between internal and external stakeholders

b Expectations of employers owners and managers employees creditors and suppliers government and society from a commercial organization

2 Marketing and Sales

a Marketing Meaning and objectives of marketing Difference between marketing and sales

b Product and service Meaning and difference between a product and a service with examples

c Pricing Meaning and objectives

d Advertising and Sales promotion Advertising meaning importance of advertising merits and demerits difference between advertising and publicity Advertising Agency meaning and functions only Social advertising media Concept and examples only Sales promotion meaning and techniques difference between advertising and sales promotion

e Consumer Protection Consumer Protection Act 2019 features of the Act rights of a consumer Consumer exploitation meaning and types Importance of consumer awareness

f E commerce Introduction and benefits over traditional methods of transactions E tailing E advertising E marketing and E security meaning only ERP and its modules brief concept

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