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customer if he or she needs assistance.... the salesperson simply welcomes the customer to the store. the salesperson makes a comment or asks questions about a product....

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used to create a clear picture of the target market. Disposable Income. money left after taking out taxes; (a.k.a. net pay)

Demographics. statistics that describe a population in terms of personal characteristics such as age, gender,

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income, marital
status, ethnic
background,
education, and
occupation. SWOT.

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Advertising 5

SECTION 19.2

SECTION 19.2 Media

Rates Media Rates

To reach customers,
advertising uses a set

format that is defined
in terms of time (a

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Introduction This unit
is designed to

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introduce students to the principles of marketing, enabling them to develop a basic marketing plan and to employ elements of the marketing mix to achieve results.

Unit 2: Marketing Essentials - Higher Nationals

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Advertising. usually a
wide-shallow
rectangle seen at the
top or bottom of Web

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pages, which takes
the user to the
advertiser's ...

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Focusing Marketing
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Positioning 5. Final

Consumers and Their

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Answers ... Test the
theory to determine
the cause.

Explanation: ... to use
the information for
marketing purposes;
to keep track of parts
that are ordered;

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