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Good marketing is no accident, but a result of careful planning and _____. execution. selling. strategies. tactics. research. Answer: a Page: 4 Level of difficulty: Medium. Marketing is both an “art” and a “science”—there is constant tension between the formulated side of marketing and the _____ side. creative. selling. management ...

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The overall marketing planning can be illustrated as follows: Q.4. Define marketing programme with the help of a diagram. Ans.Philip Kotler defines marketing programs as “a set of policy decisions on the level, allocation, and mix of marketing efforts”. It is, thus, a part of marketing planning and policy making.

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Marketing management/Philip Kotler, Kevin Lane Keller. — 14th ed. p. cm. Includes bibliographical references and index. ISBN 978-0-13-210292-6 1. Marketing—Management. I. Keller, Kevin Lane, 1956- II. Title.

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