

Marketing

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Marketing Management

Management Demand

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word of mouth

Marketing Mix

(Product, Price, Ps4

Place, Promotion)

(Product) -

(Product)

(needs)

(wants)

(service)

(goods)

Product Features and Benefits

Features

Benefits

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(

: Introducing

: Improving/Modifying

(Price)

: **Cost**

+

: **Price**

(Price Floors and Ceilings)

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perceived value

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.3

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(Marketing Collaterals) .1

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(Place)

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.4

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