

	BU104		32		2
	Introduction to Marketing				
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	<p style="text-align: center;">Product                  Price                  Place                  Promotion</p>				
	<p>Marketing is an applied science based on economic science, behavior science, management science and modern science and technology. The object of marketing research is the enterprise marketing process and its regularity, that is, in a particular marketing environment, the enterprise market research and analysis as the basis, to meet the reality and potential market demand, implement the product, price, place, promotion as the main content of the decision-making. The contents of marketing research are comprehensive, practical and applied.</p>				

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