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## Marketing Practical Approach

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## Practical Approach | Practical Marketing Solutions

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**Overview.** This is an introductory and practical course to introduce the basic elements of marketing planning in your organisation to ensure your early contribution to marketing activity. Explore the main concepts, tools and language used in marketing and most importantly how these should be used to identify market opportunities for business development.

## The Practical Guide to Marketing - CIM

A Practical Approach provides a step-by-step guide to implementing the key aspects of online marketing. Similarly, although primarily aimed at an academic market, the practical – rather than purely theoretical – nature of the book means that it will be equally useful in both training and

## Digital marketing: a practical approach | Alan ...

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