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1.3: Fundamentals  
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in this set (27)

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13. service

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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

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population in terms of personal characteristics such as age, gender, income, marital status, ethnic background, education, and occupation. SWOT.

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15 Introduction

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designed to

introduce students

to the principles of

marketing, enabling

them to develop a



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basic marketing  
plan and to employ  
elements of the  
marketing mix to  
achieve results.

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a wide-shallow  
rectangle seen at  
the top or bottom of  
Web pages, which  
takes the user to  
the advertiser's ...

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Segmentation and  
Positioning 5. Final  
Consumers and

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... to use the  
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