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service approach. greeting
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Approaching the customer. the salesperson asks the customer if he or she needs assistance.... the salesperson simply welcomes the customer to the store. the salesperson makes a comment or asks questions about a product....

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used to create a clear picture of the target market. Disposable Income. money left after taking

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out taxes; (a.k.a. net pay)

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

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a set format that is defined in
terms of time (a 30-second
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Unit 2: Marketing Essentials Unit
code R/508/0486 Unit type Core
Unit level 4 Credit value 15

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to introduce students to the
principles of marketing, enabling
them to develop a basic
marketing plan and to employ
elements of the marketing mix to
achieve results.

Unit 2: Marketing Essentials - Higher Nationals

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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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to determine the cause.
Explanation: ... to use the
information for marketing
purposes; to keep track of parts
that are ordered;

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