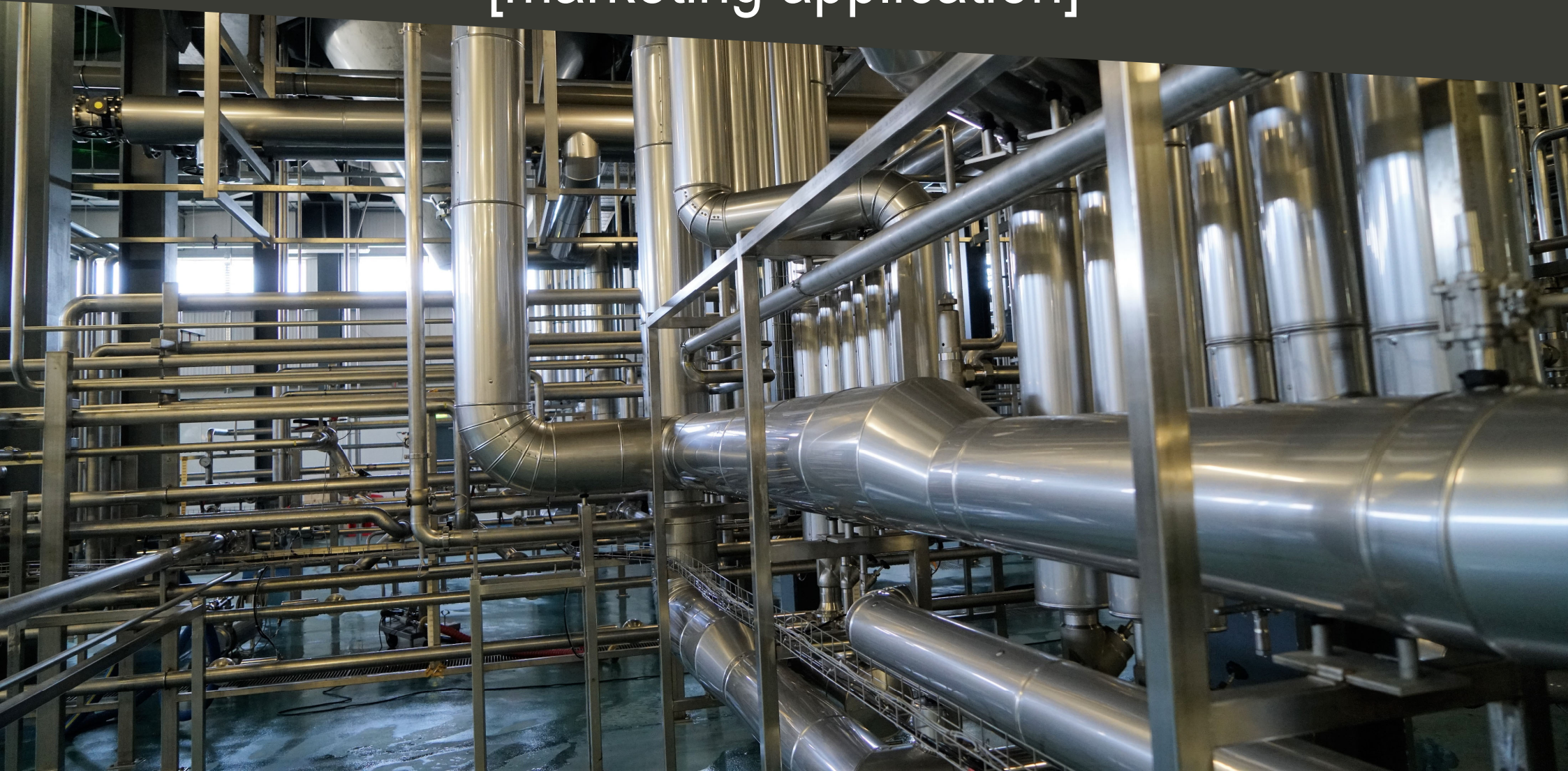


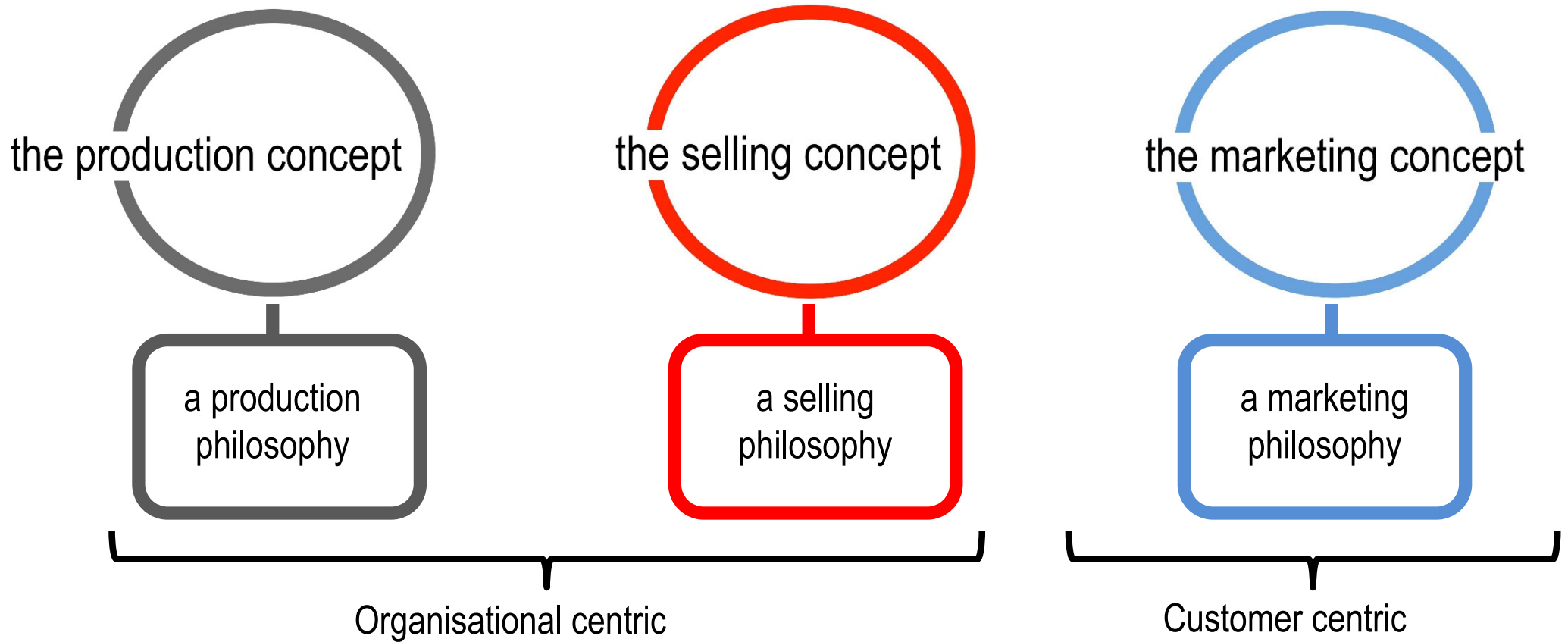
Section 3: review

[marketing application]

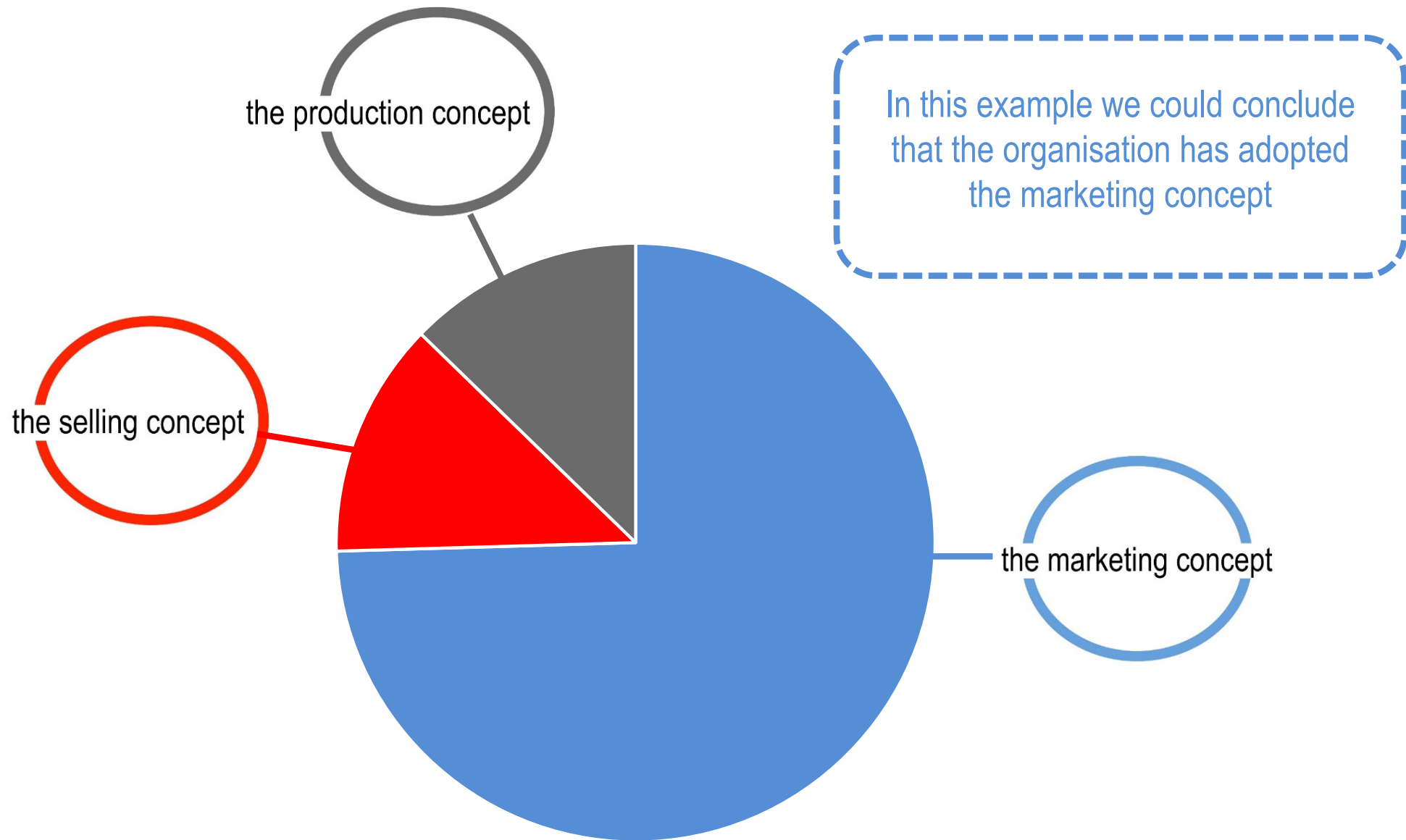


It is generally considered that business concepts have characteristics

3 business concepts



It is likely that an organisation is an amalgam of business concepts



A marketing audit should explore this topic

themarketingconcept [e-book] has 3 sections



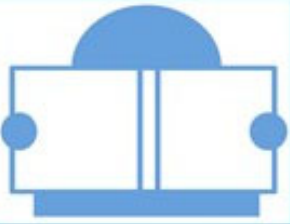
the values embedded in
the marketing concept



how marketing
practitioners think

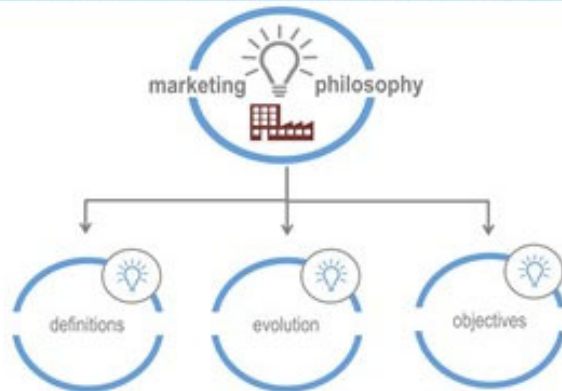


how an organisation
goes to market

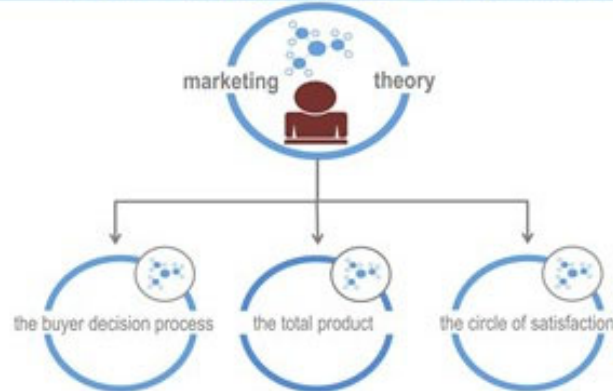


the 3X3 structure of the marketing concept [e-book]

Section 1: Marketing Philosophy - [3 modules]



Section 2: Marketing Theory - [3 modules]



Section 3: Marketing Application - [3 modules]

