

5.2_C

... to start _____, we need to consider firstly what marketing is. In other words, why do businesses engage in marketing? And _____, why is marketing so important? _____ that, I'll talk about market research because businesses need good information on which to base their marketing strategy. Part of this involves analyzing markets. So _____ I'll discuss some basic characteristics of markets, and _____, I'll finish by mentioning some different types of markets.

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Answers

... to start with, we need to consider firstly what marketing is. In other words, why do businesses engage in marketing? And secondly, why is marketing so important? After that, I'll talk about market research because businesses need good information on which to base their marketing strategy. Part of this involves analyzing markets. So then I'll discuss some basic characteristics of markets, and finally, I'll finish by mentioning some different types of markets.