

**CHAPTER 2: MARKETING AND FINANCIAL INFORMATION (PART 1)**

**2.1 THE MARKETING MIX**

This chapter covers the marketing mix and the principles of this study, namely marketing, product, pricing and marketing mix (4Ps). It also discusses the relationship between the 4Ps, namely product, pricing, promotion and place. It also discusses the importance of each of these elements. It also discusses the importance of the marketing mix in the overall business strategy.

**2.2 MARKETING MIX AND FINANCIAL INFORMATION (PART 2)**

This section deals with the relationship between marketing and financial information. It discusses the importance of marketing information in the decision-making process and the role of marketing information in the marketing mix. It also discusses the importance of financial information in the decision-making process and the role of financial information in the marketing mix. It also discusses the relationship between marketing and financial information.

**2.3 Financial and marketing**

Marketing (4Ps) and financial information (accounting and taxation) are closely related. Marketing information is used to make decisions about the marketing mix, while financial information is used to make decisions about the financial aspects of the business. The relationship between marketing and financial information is discussed in this section.

There are several differences between marketing and financial information. Marketing information is used to make decisions about the marketing mix, while financial information is used to make decisions about the financial aspects of the business. The relationship between marketing and financial information is discussed in this section.

Marketing and financial information

# Chapter 2 Marketing Public Relations Mpr A Theoretical

**Lei Shi**



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