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#### Principles and Practice of Marketing - Open Research Online

Marketing is characterised by things like a consumer orientation, segmentation and targeting, advertising and sales promotions, and much research with customers and potential customers to ensure that things like packaging and pricing are appropriate for the product, and that the advertising is believable, relevant and motivating.

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The basic principles of marketing consist of product, price, place and promotion. Together, these four principles are known as the "4 P" (for its initials in English) marketing, and include the integration of marketing. For a marketing strategy to be effective, the four components must be used correctly.

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Like other business functions, marketing is an ongoing process driven by core principles such as identifying and targeting the right customer markets, preparing an effective marketing mix, creating high-impact messages and building a consistent image.

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