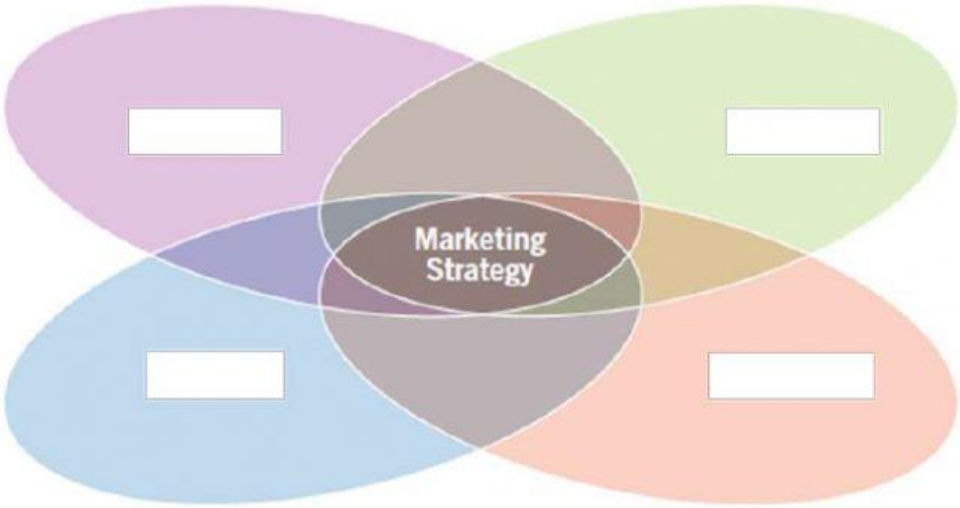
Marketing

Classify the following as either Marketing or Advertising

Terms	Marketing or Advertising
1. Calls to potential clients	
2. Market research	
3. E-mails	
4. Effectiveness of advertising campaigns and promotions	
5. Measuring guest satisfaction with products and services	
6. Radio and television commercials	
7. Sales generated by advertising	
8. Newspaper and magazine advertisements	
9. Flyers	
10. Web advertisements	

Complete the diagram below by filling in the blanks with the appropriate answers for the Basic four Ps of Marketing.



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