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the customer. the salesperson asks  
the customer if he or she needs  
assistanc.... the salesperson simply  
welcomes the customer to the store.  
the salesperson makes a comment or  
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used to create a clear picture of the target market. Disposable Income.

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money left after taking out taxes;  
(a.k.a. net pay) Demographics.  
statistics that describe a population in  
terms of personal characteristics such  
as age, gender, income, marital status,  
ethnic background, education, and  
occupation. SWOT.

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customers, advertising uses a set  
format that is defined in terms of time  
(a 30-second television Marketing  
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Unit 2: Marketing Essentials Unit code R/508/0486 Unit type Core Unit level 4 Credit value 15 Introduction This unit is designed to introduce students to the principles of marketing, enabling them to develop a basic marketing plan and to employ elements of the marketing mix to achieve results.

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19 - Advertising. usually a wide-  
shallow rectangle seen at the top or  
bottom of Web pages, which takes the  
user to the advertiser's ...

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