**A L I N A M O R G A N**

**WELCOME TO MY RESUME**

Refers to a good or service being offered by a company. Ideally, a product should meet a certain consumer demand, or it should be so compelling that consumers believe they need it. To be successful, marketers should understand the life cycle of a product, and business executives should have a plan for dealing with products at every stage of their life cycles. The type of product also partially dictates how much businesses can charge for it, where they should place it, and how they should promote it.

Marketers must link the price to the real and perceived value of the product, but they also must take into account supply costs, seasonal discounts, and prices used by competitors. In some cases, business executives may manipulate a price to make a product seem more like a luxury, or they may lower a price so that more consumers can try the product. Marketers must link the price to the real and perceived value of the product, but they also must take into account supply costs, seasonal discounts, and prices used by competitors. In some cases, business executives may manipulate a price to make a product seem more like a luxury, or they may lower a price so that more consumers can try the product.

Place decisions outline where the product is sold and how it is delivered to the market. Marketers must link the price to the real and perceived value of the product, but they also must take into account supply costs, seasonal discounts, and prices used by competitors. In some cases, business executives may manipulate a price to make a product seem more like a luxury, or they may lower a price so that more consumers can try the product. Marketers must link the price to the real and perceived value of the product, but they also must take into account supply costs, seasonal discounts, and prices used by competitors. In some cases, business executives may manipulate a price to make a product seem more like a luxury, or they may lower a price so that more consumers can try the product. The goal of business executives is to get their products in front of the consumers who are most likely to buy them. In some cases, this may refer to placing a product in certain stores, but it also refers to the placement of the product on a store's display or where a product is showcased on a web page. In some cases, placement may refer to the act of placing a product on TV shows, films or blogs in order to garner attention for the product, but this type of placement overlaps with promotion.

Sincerily.

**Alina Morgan**

**B U S I N E S S M A R K E T I N G**