

## **Marketing and Communication - UNIT 1**

- 3.1.1.a. [The marketing process](#)
- 3.1.1.b. [Marketing segmentation, targeting and positioning](#)
- 3.1.1.c. [Identify market position strategies](#)

## **Marketing and Communication - UNIT 2**

- 3.2.1.a. [Purpose of promotion](#)
- 3.2.1.b. [Methods of promotion](#)
- 3.2.1.c. [Planning a promotional campaign](#)

## **Marketing and Communication - UNIT 3**

- 3.3.1.a. [Communication process](#)
- 3.3.1.b. [Types of communication](#)
- 3.3.1.c. [Methods of communication](#)