



Unterrichtsstunde Zum Thema Marketing Und Marktforschung

By Franziska Müller

Grin Verlag. Paperback. Condition: New. 20 pages. Dimensions: 10.0in. x 7.0in. x 0.1in. Unterrichtsentwurf aus dem Jahr 2013 im Fachbereich BWL - Didaktik, Wirtschaftspädagogik, Note: keine, Sprache: Deutsch, Anmerkungen: Erarbeitung der Bestandteile Produkt, Preis, Platz und Promotion anhand eines exemplarischen Beispiels mit anschließender Anwendung auf das eigene Produkt/Dienstleistung zur Weiterarbeit in der Folgestunde. Der Auszug aus dem Lehrbuch ist aus urheberrechtlichen Gründen nicht enthalten. Abstract: Lernziel der Stunde: Primäres Ziel der Unterrichtsstunde ist die Erfassung und Anwendung der Bestandteile eines Marketingplans (4 Ps). Im weiteren Verlauf soll der gewonnene Lernertrag auf das eigene Produkt, bzw. die Idee einer möglichen Dienstleistung, angewendet werden. Die SuS1 ermitteln und reflektieren selbstständig in diesem ersten Schritt die individuellen Möglichkeiten und Potentiale ihres eigenen Unternehmens. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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