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used to create a clear picture of the target market. Disposable Income. 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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Advertising 5 SECTION 19.2 SECTION 19.2 Media
Rates Media Rates To reach customers, advertising
uses a set format that is defined in terms of time (a
30-second television Marketing Essentials Chapter 19
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(Version 7.0) Chapter 4 Exam Answers ... Test the theory to determine the cause. Explanation: ... to use the information for marketing purposes; to keep track of parts that are ordered;

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