

MKTG 525 Week 3: Branding, Segmentation, and the Product Life Cycle

Why have companies moved away from mass marketing and toward target marketing?

Version 1

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This is an interesting question, in my professional experience I was always put on a set budget that would not allow me to exceed a certain number unless one or two times due to an emergency. When it comes to the success of any organization, you would want to spend as little as possible and focus on the exact audience of consumers that would purchase and bring your organization growth and financial gain. Therefore, it can cost a large amount of funding to mass