**Fashion and the Marketing Mix Vocabulary**

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| **Terms** | **Definitions** |
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| Fashion Merchandising |  |
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| Marketing |  |
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| Fashion Merchandise |  |
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| Marketing Mix |  |
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| Marketing Plan |  |
|  |  |
| Sales Promotion |  |
|  |  |
| Public Relations |  |
|  |  |
| Publicity |  |
|  |  |
| Advertising |  |
|  |  |
| Fashion Product Mix |  |
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