



Wal-Mart's Marketing Strategy

Trevor Clinger, Shannon Shulters

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Myself and my fellow classmates at an undergraduate university have done some research on how Wal-Mart markets their products, and what promotional strategies and other supplemental marketing techniques the firm uses to be one of the most profitable businesses in the world. We went into every deep detail on Wal-Mart's marketing mix, and have completed this paper for a final assignment for a college level course. Our group has used an example of Great Value Bottled Water that is sold in flavors and will be released with an exclusive 100 bottled-water pack. Listen to this college report to find great definitions of marketing terms, and real-life examples that will help any student, business professional, or recreational reader be a pro at marketing. I currently hold a Bachelor's Degree of Business Administration, and an Associates Degree of Management Technology.

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