

Principles of Marketing Study Guide

Exam 1

What are marketing mix factors all about? (what's being controlled or changed?)

Marketing mix = collection of tools/strategies

What are the components of marketing? (Components of marketing mix)

1. Product (what's being sold)

2. Place (where, how, through whom to sell) (distribution, logistics, channels)

3. Promotion (how to get attention, what to say)

4. Price (what to charge, when to offer)

What are the 4 Ps? (Product, Place, Promotion, Price)

Marketing mix

1. Product (what's being sold)

2. Place (where, how, through whom to sell)

3. Promotion (how to get attention, what to say)

4. Price (what to charge, when to offer)

What are the factors for marketing? (Factors for marketing mix)

1. Geographic location (where to sell)

2. Time (when to sell)

3. People

4. Information (what to say, how to say it)

5. Quantity (how much to sell)

6. Quality (what to sell)

7. Marketing mix (what to sell, how to sell, when to sell, where to sell)

What are the 4 Ps? (Product, Place, Promotion, Price) (Marketing mix)

1. Product (what's being sold) (Product mix)

2. Place (where, how, through whom to sell) (Distribution, logistics, channels)

3. Promotion (how to get attention, what to say) (Promotion mix)

4. Price (what to charge, when to offer) (Price mix)

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Study Guide for Use with Marketing, Fifth Canadian Edition Gerard Edwards, Carla Gail Tibbo, 2003 *Principles of Marketing MCQ (Multiple Choice Questions)* Arshad Iqbal, 2019-05-17

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