

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 the marketing mix? (Components that contribute to success?)

1. 4P's: Product, Price, Promotion, Place

2. Each party involved understands that its perspective on being successful

3. Communication: How value is added/presented

4. Sales strategies: where and when

What are the 4 P's? (What are the components?)

Product, Price, Promotion, Place

1. Product (what's being sold?)

2. Price (how much for the product?)

3. Promotion (how to get the product?)

4. Place (where to get the product?)

What are the factors for marketing mix? (What are the components of success?)

1. Geographic segments: different ways to segment

2. Time (to be more relevant)

3. Age

4. Income (what does the customer have?)

5. Gender (gender-related differences)

6. Family (family-related differences)

7. Education (education-related differences)

What are the 4 P's? (What are the components of success?)

1. Product: The good/service being sold (what's being sold?)

2. Price: The amount of money paid for the product (how much for the product?)

3. Promotion: The way the product is promoted (how to get the product?)

4. Place: The way the product is distributed (where to get the product?)

5. Marketing mix: The combination of the 4 P's (what's the combination of the 4 P's?)

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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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Careers in Marketing WetFeet (Firm), WetFeet, 2008

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Integrated Marketing Communications Philip J. Kitchen, Patrick de Pelsmacker, 2004 This textbook is the first introductory primer on integrated marketing communications It combines theory and practice to show students of marketing how different aspects of integrated marketing communications IMC work together Setting the scene in which IMC has emerged the authors explain each component of the promotional mix and go on to explain the process of functional integration The text includes key case studies on companies including Proctor and Gamble NSPCC and Ardi illustrating the practical side of IMC in addition to an introduction to the main theories at work Including an additional Study Guide at the back this book will be a valuable resource for students of marketing and marketing communications The MBA Career Guide ,1995 British Universities' Guide to Graduate Study ,1987 Peterson's Guide to Graduate Programs in Business, Education, Health, and Law ,1994 Directory of institutions offering graduate study in business education health and law Specific program descriptions are given Miscellaneous appendixes Indexes of descriptions announcements directories and subject areas The Marketing Information Guide ,1979 Peterson's Guide to Graduate Programs in Engineering and Applied Sciences ,1986 C.P.M. Study Guide ,1994 The C.P.M. Study Guide Edward J. Bierman,1994 **Subject Guide to Books in Print** ,1997

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