

Marketing study guide assignment

[Art & Culture](#)



**ASSIGN
BUSTER**

But, items NOT on the study guide will not be on the test. No symbols – indicates a multiple-choice question covered in both book and lecture * – indicates this is from lecture notes only, not the text book I – Indicates this is on-your-own from the textbook, not discussed extensively in class ” ?? indicates this item will be covered in short answer format

Chi. 1 Marketing Overview Chi. Analysis of the Marketing Environment Comparative advantage theory of competition 6 categories of nongovernmental (conceptual idea of role marketing plays in analysis our “ Imperfect” and dynamic economic I Generational cohorts and key system) preferences among today’s Market orientation (2 key topics and concept of generations (Boomers, X, Y) constant need for market intelligence) ! Corporate social responsibility ” 4 As (list and define) Green marketing 4 As (common marketing tasks) Value creation Chi. Consumer Behavior Terms: BIB, BBC, CRM, exchange, marketing 5(6) Step Consumer Decision mix, transactional vs.. Relational orientation, Process value, value creation Mascots hierarchy Chi. 2 Marketing Strategy ‘ Off criticism AT Mass Strategic process Types of information search SOOT (be able to do a practice one) Involvement (personal, ” Growth strategies chart (p. 53) situational, enduring and *” 4 requirements for a competitive advantage to be international) sustainable & what they mean *” Multivariate model (be able to !

Terms: STEP, competitor-, cost-, and value-based make one) pricing, market share, market development ! Terms: affect/behavior/cognition strategy, market penetration strategy, components of attitudes, diversification, types of excellence associated with compensatory vs.. Sustainable competitive advantage uncompensated decision rules, I” BCC Matrix and recommended

strategies heuristics, evaluative criteria, consideration/evoked set, types & sources of purchase risk,