

TO DO:

- Review Pricing Video
- Review Practice Questions and Explanations
- Review Retrieval Practice Videos

Introduction to Marketing (Chapter 1 and associated articles and lectures)

- Know the definition of marketing, and be familiar with the fundamental ideas contained within the definition.
 - **Marketing:** the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large
 - Seeks to discover the needs and wants of customers and how to satisfy them
 - Markets goods, services, and ideas
 - A dynamic (constantly changing), important, challenging function for any organization, person, country
- Understand the elements of a “marketing mix” that are “controllable” – the 4 P’s. Revisit the discussion we had in class about the uncontrollable environmental factors that affect marketing activities. Understand how marketers can shift the marketing mix to best-meet the needs of different target markets.
 - **Controllable elements (The 4 Ps)**
 - Product, place, price, promotion
 - Uncontrollable factors
 - Social, economic, technological, competitive, regulatory
- Know the definition of marketing utility, and the various types of utilities marketers provide.
 - **Marketing Utility** – the elements needed for an exchange or purchase to take place between company and customers (utility – the value or benefit a customer receives from the exchange)
 - Form Utility – specialization (EX: Harvey Davidson custom motorbikes)
 - Place Utility – proximity, availability (vending machine)
 - Time Utility – always available (Amazon Prime)
- Understand the role of central markets, middlemen, and money in providing utility.
 - All about making the exchange as efficient as possible
 - Buyers / sellers
 - Intermediaries (middlemen) – stores, etc
 - Currency used to purchase goods and services
 - Central markets are a better system because they are specialized and efficient
- Understand the role of marketers, consumers, and government in a market economy. Revisit our discussion of a marketer’s responsibility to three key constituency groups – and the inherent conflict that can be created.
 - **Market economy:**
 - Positives: the mix of goods and services society values at the lowest possible price to create a higher standard of living
 - Negatives: unequal opportunity, inequality (unequal outcomes), social problems
 - **Marketers:**

Marketing Essentials Final Exam Study Guide

Ensheng Dong



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Unveiling the Power of Verbal Art: An Mental Sojourn through **Marketing Essentials Final Exam Study Guide**

In some sort of inundated with displays and the cacophony of quick transmission, the profound energy and emotional resonance of verbal beauty often disappear into obscurity, eclipsed by the constant barrage of sound and distractions. However, nestled within the musical pages of **Marketing Essentials Final Exam Study Guide**, a captivating perform of literary elegance that pulses with fresh feelings, lies an memorable journey waiting to be embarked upon. Composed with a virtuoso wordsmith, this enchanting opus guides readers on a mental odyssey, gently exposing the latent potential and profound affect embedded within the complex internet of language. Within the heart-wrenching expanse with this evocative examination, we can embark upon an introspective exploration of the book is main styles, dissect its captivating publishing fashion, and immerse ourselves in the indelible impact it leaves upon the depths of readers souls.

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