

CHAPTER 2

- a. Define marketing and describe the marketing process.
- b. Explain marketing concepts.
- c. What are the five steps in developing a business plan or marketing strategy?
- d. What is the marketing mix (4Ps)?
- e. Explain each marketing plan and program?
 - i. Customer Relationship Management (CRM)
 - ii. Product Relationship Management
 - iii. Customer Relationship
 - iv. Supply Chain Management
 - v. Customer Equity
- f. What are the major issues emerging in marketing tomorrow?

CHAPTER 3

- a. What are the four steps in developing a company-wide strategy-setting?
- b. Billings with whom working?
- c. How market segmentation and
 - i. Market segmentation
 - ii. Market development
 - iii. Product development
 - iv. Diversification
- d. What is marketing's role in strategy-setting?
- e. What are the characteristics of markets where marketing strategy and role?
- f. What are the three steps that are used in developing the marketing plan?
- g. Brief analysis
- h. Marketing plan outline format for marketing (2-3)

CHAPTER 4

- a. What are the environmental factors that marketing managers should address? marketing's ability to survive tomorrow?
- b. What changes in the strategic and business environment are affecting marketing strategy?
- c. What are the political and social and economic influences on marketing?
- d. Summary of strategic issues for the marketing management

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