MKTG FINALEXAM

Climate Context (6 Qs)

- Two big ideas: PEST Framework and Opportunities and Challenges Created by Contest Changing
 - P: Are there any political movements, new or proposed laws or regulations that may affect my business?
 - ex) global movements, potential changes in legislation, stability of government, government type, tax policy, levels of corruption, regulation and deregulation, changes in political environment
 - Product Think shead of regulation (GDPR is a good example!)
 - What else can your product do?
 - Can you be part of the regulatory conversation?
 - Mark Zukerberg joining regulation conversations to not have Facebook damaged
 - Promotion:
 - Retest your collateral.
 - What works before November may not after November.
 - Price:
 - Does your pricing:
 - Exacerbate inequity?
 - Adjust for taxation?
 - Create a sustainable model in light of potential regulation?
 - Place Be careful about the brand associations you create.

CONTROL AND TOTAL STATE OF THE STATE OF THE

- S Are there economic trends that might affect customer behaviors?
 - ex) economic growth, employment rates, inflation rates, monetary policy, consumer confidence, stage of business cycle, impact of globalization, labor costs, likely changes in the economic government
 - Reality of recessions: recessions are a natural part of the market—

Mktg 6 Study Guide

Bill Chitty, William Chitty, Edwina Luck, Nigel Barker, Anne-Marie Sassenberg, Terence A. Shimp, J. Craig Andrews

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