

CHAPTER 2

- a. Define marketing and describe the marketing process.
- b. Explain marketing concepts.
- c. What are the five levels in developing a business plan or marketing strategy?
- d. What is the marketing mix? (list 4)
- e. **marketing strategy plan and program?**
 1. Customer Relationship Management (CRM)
 2. Product Relationship Management
 3. Customer Relationship
 4. Value of customer
 5. Customer equity
- f. What are the major issues emerging in marketing landscape?

CHAPTER 3

- a. What are the four steps in developing a company-wide strategy-setting?
- b. Billings with whom meeting
- c. **Key marketing/management goals**
 1. Market penetration
 2. Market development
 3. Product development
 4. Diversification
- d. What is marketing's role in strategy-setting?
- e. What are the characteristics of marketing strategy development and role?
- f. What are the three steps that are used in developing the marketing plan?
- g. **SWOT analysis**
- h. Marketing action outline format for marketing (OC-5)

CHAPTER 4

- a. What are the environmental factors that marketing managers must address to company's ability to survive? (document)
- b. What changes in the strategic planning process are anticipated in the effort marketing plan?
- c. What are the political and ethical and economic challenges company?
- d. Summary of developing the marketing strategy

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revision tips and golden rules for tackling examinations specimen examination papers with answer schemes and a full glossary of key marketing terms **CIM Coursebook 03/04 Marketing in Practice** Mike Hyde,2012-10-02 Each coursebook includes access to MARKETINGONLINE where you can Annotate customise and create personally tailored notes using the electronic version of the coursebook Receive regular tutorials on key topics Search the coursebook online for easy access to definitions and key concepts **Marketing Principles (Speedy Study Guides)** Speedy Publishing,2015-05-25 Successful marketing efforts come in the form of tested principles This quick reference will guide you through the many marketing principles that you need to get acquainted with to launch a successful campaign Since this compact and extremely lightweight you can carry it around with you should you need to take a quick peak to refresh your memory Buy a copy now

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Robert D. Reid,David C. Bojanic,2018 **EBOOK: Principles and Practice of Marketing** JOBBER, DAVID,2009-12-16 **EBOOK Principles and Practice of Marketing Services Marketing: People, Technology, Strategy (Eighth Edition)** Jochen Wirtz,Christopher Lovelock,2016-03-29 Services Marketing People Technology Strategy is the eighth edition of the globally leading textbook for Services Marketing by Jochen Wirtz and Christopher Lovelock extensively updated to feature the latest academic research industry trends and technology social media and case examples This textbook takes on a strong managerial approach presented through a coherent and progressive pedagogical framework rooted in solid academic research Featuring cases and examples from all over the world Services Marketing People Technology Strategy is suitable for students who want to gain a wider managerial view of Services Marketing **Marketing to the Poor** Ramendra Singh,Tahir A. Wani,2022-10-12 This book looks at markets in low income economies and how they require fundamentally different marketing systems and strategies Analyzing the sociocultural characteristics of these markets it offers solutions for businesses to overcome spatial institutional and financial challenges while working in these contexts Markets for the poor are characterized by resource scarcity weak institutions and low literacy rates as well as a strong presence of cultural and community ties This book provides an understanding of these marketplaces including the consumer s wants and aspirations the relationship of the individual within the social milieu and their unique cultural contexts It provides strategies for businesses to develop a bottom up knowledge of global markets and incorporates practices which are inclusive and sustainable It also explores the links between human development entrepreneurship and marketing which are especially relevant in the pandemic hit global economy This book will be of interest to students and researchers of marketing business studies business administration rural management marketing management economics and development studies

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