



STUDY CHECKLIST FOR MATERIAL COVERED IN CLASS FOR FINAL

Questions on the exam are most likely to be based on the issues listed below. You should know:

- Characteristics
- Advantages and disadvantages of contrasted approaches
- Research findings
- Rationale and philosophy

Cumulative Material

- The marketing concept vs. the selling concept
- The Boston Consulting Group (BCG) matrix
- SWOT analysis
- Segmentation:
 - Bases for segmentation
 - Combining variables
- Issues in positioning
- Product strategies
 - Standardization
 - Adaptation
 - Customization
 - Physical vs. communications adaptations
- Primary vs. secondary data

Segmentation, Targeting, and Positioning

- Approaches to marketing
- Issues in segmentation
- Criteria in selecting segments
- Bases for segmentation
- Segments based on combinations of variables
- Positioning strategies
- Targeting
- Repositioning
- Evaluating segments
- Euphemisms in positioning

Products, New Products, the Product Life Cycle, and Services

- Product lines vs. product mix
 - Dimensions
- Types of innovations

- Characteristics of consumer goods
- Dimensions of product “newness”
- Reasons for Product Failure
- Stages in New Product Development
 - Idea generation
 - Screening
 - Internal vs. external
 - Business analysis
 - Development
 - Test marketing
 - Types
 - Commercialization
 - The Product Life Cycle (PLC)
 - Stages
 - Impact of the PLC
 - Dimensions
 - Alternative forms
- Branding
 - Types of brands
 - Trademarks and “genericide”
 - Brand value and image
 - Purpose of co-branding (you do *not* need to memorize all the types of co-branding)
 - Issues in brand extensions
- International product modification strategies
 - Standardization
 - Adaptation
 - Customization
 - Physical vs. communications adaptations
- International product life cycle
- Country-of-origin effects

Pricing

- Effects of introductory price
- Ways to change prices
- Approaches to pricing
- Consumer price awareness
- Consumer reference prices
 - Internal
 - External
- The “Promotion Signal”
- “Odd-even” pricing
- Different pricing interests of manufacturers and retailers

Distribution

- How intermediaries add value
- Potential channel structures in the U.S.
 - Situations where each might be used and reasons for such a structure
- Economics of “eliminating the middleman”
- Approaches to distribution
- Retailer and manufacturer interests in distribution
- Parallel distribution structures
 - Why these come about
 - Ways to reduce conflict that results from the multiple channels

Promotion

- Elements of the promotion mix
- Promotional objectives throughout the Product Life Cycle
- Promotion by decision stage
- Channel strategies
- Advertising
 - Types
 - Development of program
 - Available media
 - Execution
 - Advertising intensity and returns to scale

Electronic Commerce

- Roles
- Types of e-commerce trade and issues
- Conditions that favor the use of online marketing
- Segments of internet users/shoppers
- Online competitive issues
- Reasons for Internet business failure
- Competition faced by online merchants
- Search engines, portals, and directories
- Search engine optimization
 - Purpose
 - Methods and factors affecting rankings
 - Algorithms
 - Reciprocal links
 - Impact of domain names
- Traffic building
 - "Viral" strategies
 - Other strategies
- Language issues in e-commerce
- Cultural issues