

1. The "four Ps" of a marketing mix are: Product, Place, Promotion, and Price
2. T or F: Part of the criteria for determining a viable market segment is that the segment needs be large enough to be profitable.  
True.
3. The marketing mix consists of \_\_ the controllable variables company used to satisfy the \_\_.  
target group
4. The "5 C's" of Strategy:
  - Customers: Potential buyers with wants and needs that the company aims to fulfill.
  - Competitors: Other organizations offering similar goods or services.
  - Collaborators: External business entities that work with the company to create value for customers (e.g., suppliers, distributors, agencies).
  - Company: The organization or business unit providing the goods and services (the offering). Involves internal analysis (e.g., SWOT).
  - Context: The environment in which the company operates, including regulations, economic conditions, cultural norms, and technological factors (e.g., PESTAL analysis).
5. Customer profiles/personas consist of these 5 elements:
  - (1) Demographic profiling
  - (2) Geography variables
  - (3) Behavioral variables

- (4) Psychological profiling  
(5) RFM

6.	<b>RFM</b>	recency, frequency, monetary value
7.	<b>Behavioral variables</b>	-Usage rate -Brand loyalty -Benefit sought
8.	<b>Marketing strategy = __ + __</b>	target market marketing mix
9.	<b>S.W.O.T</b>	Strength, Weakness, Opportunities, Threats
10.	<b>Direct Environment:</b>	Customers, company resources and objectives, and competitors (current, prospective, and indirect).
11.	<b>External Environment:</b>	Economic, technological, political and legal, and cultural and social factors.
12.	<b>Define Segmentation</b>	An aggregating process that clusters people with similar wants and needs into a market segment.  Its role is to identify possible target markets by defining the broad product market and then breaking it apart into more homogeneous segments.
13.	<b>Key Criteria for Determining Segments:</b>	Homogeneous (within): Customers within a segment should be as similar as possible in their likely responses to marketing mix variables and segmenting dimensions.  Heterogeneous (between): Customers in different segments should be as different as possible in their

likely responses.

Substantial: The segment must be large enough to be profitable.

Operational: The segmenting dimensions should be useful for identifying customers and designing the marketing mix (e.g., accessible, measurable).

Actionable: The company must have the resources and abilities to adjust its marketing mix to appeal to each chosen segment.

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14. **Tension caused by uncertainty about dissonance the rightness of a decision is known as:**
15. **Issues concerning Product Life cycle Length** -Product life cycles are getting shorter  
-First mover advantage  
-Fashion/Fads
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16. **Specialty products** ones that the customer really wants because there are no acceptable substitutes. They are characterized by the customer's willing to search.
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17. **"Publicity"** mass selling that avoids paying media costs
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18. **PSSP Hierarchy of Needs:** physiological needs, safety needs, social needs, personal needs
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19. **Sorting** Separating products into grades and qualities desired by different target markets
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20. **Assorting**

Assembling a variety of products that are likely to appeal to customer wants

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21. **What is the difference between sorting and assorting?** Sorting involves separating items into multiple groups based on different target markets, whereas assorting focuses on gathering products for a single target market.
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22. **To much exposure increases \_\_\_\_.** marketing costs
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23. **Best exposure strategy for convenience products** Intensive
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24. **What are the 3 market exposure strategies?** Intensive, Selective, Exclusive
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25. **Best exposure strategy for specialty products** Exclusive
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26. **Multichannel distribution** when a producer uses several competing channels to reach the same target market--perhaps using several intermediaries in addition to selling directly.
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27. **Total cost approach to distribution** evaluate the cost of each possible physical distribution system and the alternatives
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28. **shopping products/services** items for which the consumer compares several alternatives on criteria such as price, quality, or style
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29. **convenience products/services** products or services for which the consumer is not willing to spend any effort to evaluate prior to purchase
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30. **merchant wholesalers**

		independently owned firms that take title to the goods they handle
31.	<b>agent wholesalers</b>	wholesalers who do not own the products they sell
32.	<b>Limited-Function Merchant Wholesaler</b>	merchant wholesaler that provides a limited range of services
33.	<b>key pricing policies</b>	<ol style="list-style-type: none"><li>1. how flexible prices will be</li><li>2. the level of prices over the product life cycle</li><li>3. to whom and when discounts and allowances will be given</li><li>4. how transportation costs will be handled</li></ol>
34.	<b>3 Pricing Objectives</b>	profit oriented, sales oriented, status quo
35.	<b>Sales-Oriented Pricing Objectives</b>	<ol style="list-style-type: none"><li>1. Market Share</li><li>2. Sales Maximization</li></ol>
36.	<b>Status Quo Pricing Objectives</b>	a pricing objective that maintains existing prices or meets the competition's prices
37.	<b>Skim the cream pricing policy</b>	firm tries to sell at a high price before aiming at more price-sensitive consumers
38.	<b>Penetration pricing policy</b>	tries to sell the whole market at one low price
39.	<b>Price mark ups allow __ to make a profit.</b>	intermediaries
40.	<b>Define the break-even point (BEP)</b>	the point at which the costs of producing a product equal the revenue made from selling the product
41.		False. cost-oriented

T or F: break-even analysis is demand-oriented.

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42. **Promotion methods** Personal selling, mass selling (advertising and publicity), and sales promotion.
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43. **AIDA Model** Attention, Interest, Desire, Action
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44. **Adoption process** awareness, interest, evaluation, trial, decision, confirmation
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45. **(adoption process) Group of people that have the most contact with sales reps** early adopters
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46. **Early majority seeks to avoid \_\_\_ and rely on \_\_\_ decision making.** risk, deliberate
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47. **The late majority group is more \_\_\_ and \_\_\_.** cautious, set in their ways
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48. **In market maturity \_\_\_ promotion takes priority.** persuasive
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49. **missionary salespeople** Support salespeople, usually employed by a manufacturer, who assist the producer's customers in selling to their own customers
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50. **psychographic profiling** A way of categorizing audiences based on personality, values, opinions, attitudes and lifestyles.
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51. **customer lifetime value** total stream of purchases that a customer could contribute to the company over the length of the relationship

52. "pushing" policy	involves promotion activities directed at final consumers or business customers to get them to ask for the product
53. 5 levels of brand familiarity	<ol style="list-style-type: none"><li>1. rejection</li><li>2. nonrecognition</li><li>3. recognition</li><li>4. preference</li><li>5. insistence</li></ol>
54. Influencers	These are individuals whose expertise is used to help determine which products are needed. They often have technical backgrounds and may assist in writing specifications.
55. Buyers	These are the purchasing managers who are responsible for working with suppliers and arranging the terms of sale
56. Gatekeepers	These are individuals in key positions within the organization who control the flow of information. Examples include receptionists, secretaries, and researchers
57. Deciders	These are the people within the organization who have the actual power to select or approve the supplier
58. Multiple Target Market Approach	The marketer segments the market, chooses two or more segments, and then treats each segment as a separate target market needing a different marketing mix

59.	<b>Combined Target Market Approach</b>	combining two or more submarkets into one larger target market as a basis for one strategy
60.	<b>Mass marketing</b>	using a single marketing strategy/marketing mix to reach all customers
61.	<b>Define brand</b>	a name, term, symbol, design, or combination thereof that identifies a seller's products and differentiates them from competitors' products
62.	<b>"pushing" strategy</b>	involves using normal promotion efforts (personal selling, advertising, and sales promotion) to help sell the whole marketing mix to possible channel members (wholesalers and retailers). The goal is to build channel commitment and cooperation
63.	<b>Unsought products</b>	items that the consumer does not know about or knows about but does not initially want
64.	<b>During the Market Growth Stage, promotion aims to...</b>	build selective demand, which is demand for the company's own brand. Messaging changes from informative to "our brand is best".
65.	<b>Mass selling and sales promotion may dominate the promotion mix for consumer products during this stage.</b>	Market Maturity Stage
66.	<b>2 subtypes of convenience products</b>	<ol style="list-style-type: none"><li>1. impulse products</li><li>2. emergency products</li></ol>
67.	<b>Convenience products</b>	items that the consumer purchases frequently, conveniently, and with a minimum of shopping effort. Usually bought by habit and often require little service.

68. **Shopping products** items for which the consumer compares several alternatives on criteria such as price, quality, or style
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69. **T or F: Shopping products are typically associated with selective distribution, meaning they are sold only through those intermediaries who will give the product special attention** True
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70. **Place in the 4 "P"s means the same as:** distribution
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71. **When is maximum profit achieved?** when the Marginal Profit, the profit from selling one additional or one less item, is zero. Profit is determined by the revenue minus the cost, and thus to maximize profit, the marginal revenue is equal to the marginal cost.
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72. **average-cost pricing** adding a reasonable markup to the average cost of a product
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73. **T or F: Average-cost pricing takes demand/economies of scale into account** False. decreased demand will result in losses
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74. **Which traditional advertising channels reaches the widest market at the lowest cost?** Radio
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75. **T or F: Direct channels are rarely used in business-to-business marketing.** False

76. For specialty products that have relatively high demand, a manufacturer is more inclined to use which market exposure strategies?
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77. What could increase a customer's price sensitivity?
- ease of price comparison
  - availability of substitutes
  - no substantial end benefit received
  - lower initial investment
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78. Marketing Mix
- the controllable variables the company puts together to satisfy a particular target group