

Study Guide for Exam 1

Course Title: **Terminología Especializada en Mercadotecnia y Diseño**
Course ID: **IT0942 (Marron, 25-2)**
Cohort ID: **9A**
Exam Date: **12 Feb 2025**

General Instructions: A detailed and thorough study and review of the following tasks will prepare you for our first exam.

Task 1

Highlight the major points from your summary paper of the excerpts from Chapter 1, "Introducing the History of Marketing Theory and Practice" (Ellis et al.). You should include highlights from the following sections of the chapter:

- * 1.1 Introduction
- * 1.2 The Early Development of Marketing Thought
- * 1.3 The First Courses in Marketing in the Early Twentieth Century
- * 1.4 Marketing, Efficiency and Utility Creation

What is your opinion of this information? That is, critique the excerpts.

Task 2

Highlight the major points from your summary paper of the excerpts from Konrod's, "Language Research in Marketing". You should include highlights from the following sections of the article:

- * 1. Introduction
- 2. The Components of Language
 - * 2.1 Phonetics (Sounds)
 - * 2.2 Morphology and Semantics (The Structure and Meaning of Words)
 - * 2.3 Syntax and Grammar (Sentence Structure)
 - * 2.4 Discourse (Text)

What is your opinion of this information? That is, critique the excerpts.

Task 3

Highlight the major points from your summary paper of the excerpts from Chapter 3, "What's the Story? Analysing Marketing Discourse" (Ellis et al.). You should include highlights from the following sections of the chapter:

- * 3.1 Introduction
- * 3.2 Discourse and 'Grand' Narratives
- * 3.3 Marketing Discourse

What is your opinion of this information? That is, critique the excerpts.

Task 4

Economics is the study of choice under conditions of scarcity. Scarcity refers to a lack of goods (commodities) and services. Market economies are the most effective method of resource allocation under scarcity. Marketing is ‘applied economics’ and performs a valuable service for effective resource allocation.

Evaluate the statements above by answering the following questions:

1. Is scarcity real? That is, do you agree with the first axiom of economic theory? [Axiom 1: As a society, our resources—land, labor, and capital—are insufficient to produce all the goods and services we might desire.]
2. Are market economies efficient resource allocation systems? Are they just? Why is it that we do not all start in the same place in the economic race under a market system?
3. How does marketing fit into the cycle of production and consumption? Does marketing provide a valuable service for effective resource allocation?

Task 5

People in any given society hold many beliefs and values. Core beliefs and values have a high degree of persistence and are resistant to change. Secondary beliefs and values are more open to change. Marketing is “a collection of coherent, and relatively powerful and persuasive ideas which above all else affirm a set of values about how organisations and individuals should conduct themselves,.. (Ellis et al.). Advertising is useful to the consumer because it helps them make more effective decisions in a market economy.

Evaluate the statements above by answering the following questions:

1. How do core beliefs compare between México and the US? What are the similarities and differences? Hint: Think about people’s views of i) organizations and government , ii) secular and religious society, iii) nature, and iv) progress.
2. Is marketing truly a conduit for useful information for people, or is it behavioral manipulation of consumers?
3. Can marketing change core beliefs and values? If not, how and why does marketing succeed?

Task 6

People use products, brands, and services as a means of self-expression, and they buy products and services that match their views of themselves.

Evaluate the statement above by answering the following questions:

1. Do you agree with the statement? Why or why not.
2. Do your values affect your product choices? Are there product messages "that speak to you"? Explain.