**Fundamentals of Marketing**

**Exam 3 – Spring 2013**

**Readings**

*The More the Merrier;*

*Burger King’s Big Mis-step;*

*Messing with Fate*.

**Chapter 16: Retailing**

* Classifying retail outlets
  + **Form of Ownership**: distinguishes retail outlets based on whether independent retailers, corporate chains, or contractual systems own the outlet.
    - **Independent Retailer**: ex. Florists, jewelry stores, hobby
    - **Corporate Chain**: ex. Macys advantages; buying power
    - **Contractual System**: Franchise (business or product) ex.subway vs. Ford
  + **Level of Service**
    - **Self-Service**: idea is to make customers co-creators of the value they perceive. Ex. Costco, Red box…
    - **Limited Service**:
    - **Full Service:**
  + (form of ownership, level of service, merchandise line)
* Level of service provided (self service, limited service, full service)
* Types of merchandise offered (depth of line, breadth of line)
* Retail Life Cycle

**Chapter 17: Integrated Marketing Communications**

* Promotional Mix: Communication Tools
  + Advertising
  + Personal selling
  + Sales promotion
  + Public relations
  + Direct marketing
* Integrated Marketing Communications (IMC)
* Communication Process (6 Elements)

**Chapter 18: Advertising, Sales Promotion, and Public Relations**

* Product advertisements (pioneering, competitive, reminder)
* Institutional advertisements (advocacy, pioneer, competitive, reminder)
* 5 steps of developing advertising program
* Know the basic terms (reach, rating, frequency, gross rating points, cost per thousand)
* Media Alternatives
* Scheduling the advertising (continuous, flighting, pulse)

**Chapter 21: Interactive and Multichannel Marketing**

* Internet Marketing
* Cross-Channel Shopper
* 5 Cs about why consumers by online: convenience, cost, control…
* Marketplace vs. marketspace

**Cumulative Component:**

**Chapter 1:**

* Four Ps (Product, Place, Promotion, Price)
* Need vs. Want

**Chapter 2:**

* SWOT analysis
* Business Portfolio analysis

**Chapter 9:**

* Market Segment
  + Understand what market segmentation is, when it is used, recognize factors used to segment and target consumer markets
  + Be able to explain how marketers position their products in the marketplace
  + Make sure to be aware of the ways to segment consumer markets
    - Customer characteristics
    - Geographic
    - Demographic
    - Psychographic
  + Buying situations
    - Benefits sought
    - patronage

**Chapter 11:**

* Product lifecycle (what happens at each stage).
* Brand equity

**Chapter 13:**

* Final Price = list Price – (incentives + allowances) + extra fees
* Fixed vs variable costs
* Marginal analysis
* Breakeven point (equation)
* Elastic vs. inelastic vs. unitary demand

**Chapter 15:**

* Direct vs. Indirect channel
* Channel choice (costs vs. benefits to direct vs. indirect channels)
* Dual distribution vs. strategic alliance vs. direct distribution

**Chapter 16:**

* franchise (i.e. contractual system) vs. corporate owned (what are the costs and benefits)
* levels of service provided
* types of merchandise offered