

# Marketing Cluster

---

## Chapter 1: Purpose of Marketing

- Watch [What is Marketing?](#)
- Read [Defining Marketing](#)
- Read [Seven Functions of Marketing](#)
- Optional reading: [Marketing - Wikipedia](#)
- Key concepts: What is marketing? Why is it important?

## Chapter 2: Role of the Customer

- Watch [TED: How to get your ideas to spread](#)
- Read [Customer Wants and Needs](#)
- Read [Marketing Mix](#) (Memorize the 4 P's) and watch [A New Look at the 4 Ps](#)
- Optional reading: [Supply and Demand](#) and [Utility](#)
- Key concepts:
  - What role does the customer have in business decisions?
  - What is the marketing mix? What are its four elements?

## Chapter 3: Differentiation

- Read [Segmentation, Targeting, and Positioning - USC](#)
- Read [Market Segmentation](#) and [Positioning](#)
- Watch: [Segmentation, Targeting, and Positioning at McDonalds](#)
- Optional reading: [Elasticity](#)
- Key concepts: What is market segmentation? Why are positioning and differentiation so important in today's competitive environment?

## Chapter 4: Marketing Strategy

- Read [Promotional Mix](#) and [Product Mix](#)
- Read [SWOT Analysis](#) and [SWOT Analysis: Tesla Motors](#)
- Optional video: [10 Disastrous Marketing Campaigns](#)
- Key concepts:
  - How do different aspects of the promotional mix and product mix work together to form a coherent marketing strategy?
  - Understand how to apply a SWOT analysis to analyze a company's current situation