

Final Exam Reading Lists

Class 8. Marketing environment

1. Marketing environment concept.
2. What does a comprehensive understanding of marketing environment enable organizations to?
3. What are the features of marketing environment?
4. What are the main 4 types of marketing environment?
5. What are the benefits of monitoring the marketing environment?

Class 9. Type of advertising and customers

1. Definition of advertising by AMA
2. What are the characteristics of advertising?
3. What are the roles and objectives of advertising?
4. Key Decisions in Advertising

Class 10 & 10(B). Goods and goods sold + brand

1. Difference between commodity and product
2. Background on why brands have become so important to business
3. Corporate values have shifted significantly from tangible assets to brands. Reason of this change.

Class 11. Price and price policy

1. Difference between price and cost – concept & definition
2. Objectives for pricing policy
3. Main factors affecting price and cost
4. What you should consider for setting pricing policy
5. Four types of pricing policy

Class 12. Sales policy

1. Things to consider when designing a sales policy
2. Difference between sales policy and sales strategy – concept and definition
3. Inbound sales strategy, outbound sales strategy, up-selling and cross-selling. Definition and concept

Class 13. Demand formation, sales promotion, and advertising

1. What is demand theory and demand curve?
2. Importance of sales promotion
3. Objectives of sales promotion
4. Pull, push, and hybrid strategy of sales promotion
5. Examples of customer sales promotion and trade sales promotion
6. Objective of advertising
7. Essentials of good advertisement

Class 14. International marketing

1. Main types of international marketing
2. Benefits and disadvantages of international marketing
3. Three strategies in international marketing

Class 15. Types and elements of marketing strategy

1. Understanding marketing strategy
2. Goals and benefits of marketing strategy
3. Types of marketing strategy – meaning of each type
4. SWOT, PESTLE, Porter's 5 Forces, BCG Matrix, and Customer Journey Mapping – Meaning, Definition

Class 16. Choosing a marketing strategy

1. Importance of choosing a marketing strategy
2. Persona

Class 17. PESTLE and Porter's Five Forces

1. Application of PESTLE analysis
2. Effectiveness and limitation of Porter's Five Forces

Class 18. CRM and SCM

1. Key aspects of SCM
2. Four disciplines of SCM
3. Key aspects of CRM
4. Benefits of CRM
5. Market trend in CRM

Class 19. Marketing planning and strategic location

1. Importance and benefits of marketing planning
2. Meaning and importance of strategic location
3. Three basic types of location strategy
4. Factors to consider when you choose a new location

Class 20. Marketing strategy and market analysis

1. Key elements of market analysis
2. Advantage of market analysis
3. Key elements of portfolio analysis
4. Benefits and examples of portfolio analysis

Class 21. strategic commodity management

1. Key components of strategic commodity management
2. Importance of strategic commodity management
3. Terms related to strategic commodity management – meaning

Class 22. Advertising and sales promotion strategy

1. Primary function of advertising
2. Primary function of sales promotion
3. Five elements to be included in advertising strategy
4. Four elements to be included in sales promotion strategy
5. Three elements of competitors research
6. Four criteria for media selection in advertising
7. Key steps in creating advertisement contents