

Learning Objective

After completing this course, you should be able to:

1. Recognize the definition of the marketing management concept.
2. Identify the four P's of the marketing mix.
3. Define customer relationship management (CRM).
4. Identify the nature of marketing research.
5. Recognize different techniques for gathering data for marketing research.
6. Recognize necessary components in the definition of a *market*.
7. Identify some characteristics of market segmentation.
8. Identify the advantages of a full-line competitor.
9. Recognize procedures to evaluate cost-profit decisions.
10. Identify characteristics of group behavior.
11. Recognize theories used to determine the needs and wants of consumers.
12. Identify some factors driving the increased power of consumers.
13. Identify some of the protection services available to the consumer.
14. Recognize different classifications of consumer goods.
15. Recognize the characteristics of good planning and development to help avoid product failure.
16. Recognize some characteristics of good branding.
17. Identify different degrees of branding familiarity.
18. Recognize uses and characteristics of labeling.
19. Recognize the price determination power of consumers.
20. Identify how the concept of price elasticity affects sales and pricing decisions.
21. Recognize the use of discount and allowances.
22. Identify traits of different pricing approaches.
23. Recognize the concept of non-price competition.
24. Identify the behavioral aspects of pricing decisions.
25. Recognize components of the promotional mix.
26. Recognize how promotional factors affect profitability.
27. Identify advertising objectives.
28. Explain when advertising is most effective.
29. Recognize the effective use of personal selling.
30. Identify components of an overall personal selling effort.

31. Recognize methods for developing a plan for compensation.
32. Recognize guidelines used to manage the sales force.
33. Identify examples of sales compensation packages.
34. Identify advantages of different retail organizations.
35. Recognize characteristics of multi-line stores.
36. Recognize different retailing trends.
37. Identify different wholesaler classifications.
38. Differentiate among some special-function intermediaries.
39. Recognize classifications of industrial goods.
40. Recognize the motivation of industrial buyers.
41. Recognize some of the functional aspects of channel operations.
42. Identify the retailers approach to channel leadership.
43. Recognize attributes of the service marketing process.
44. Define the unique characteristics of services – the four “i”s.
45. Recognize components of an international marketing plan.
46. Identify international financial sources.
47. Recognize future trends in international marketing.
48. Recognize marketing information system and its components.
49. Identify the components of a targeted marketing program.
50. Recognize the importance of forecasts to the marketing planning process.
51. Identify how interactive marketing creates customer value, customer relationships, and customer experiences.
52. Identify elements of online commerce that create consumer value.
53. Recognize attributes of multichannel marketing and how it is used to more effectively reach consumers.