

Marketing

In today's world of mass consumption and media, marketing has become the driving force of business. The development and implementation of successful marketing strategies is the most effective way businesses can reach their market and realise the market potential of their brand or product. From researching and understanding target customers, to strategies in positioning and branding - marketing can be regarded as the key to modern business success.

Define these Key Terms

Customer orientation
The buying process
Warranties

Marketing plan
Positioning
Promotion

Financial forecast
Branding
Consumer laws

Marketing strategy
Distribution channels
Below-the-line promotions

Short Answer Questions

1. What is marketing?
2. What are the benefits of efficient marketing?
3. Name the 4 factors influencing customer choice.
4. Name 4 different types of customers.
5. What is price and quality interaction?
6. Why is branding important to producers?
7. What is sugging?
8. Explain what distribution channels mean?
9. What is the target market?
10. Name 5 types of markets?

100 Word Responses

Explain the role of consumer law and name its 5 main points of jurisdiction?

What are the benefits of a business developing a market strategy?

Research Assignment

In which way does social demographic research influence marketing strategy? What are the components this research usually defines in a marketplace?