**Hacıyeva Leyla\_Marketinq**

1. What is marketing? Main definitions and functions of marketing
2. Explain the five-step model of marketing process
3. Explain 5 Core customer and marketplace Concepts
4. Explain the marketing management concepts
5. The 4 Types of Loyal Customers
6. Explain Maslow’s hierarchy of needs
7. What is strategic planning?
8. Explain the main stages of strategic planning process
9. Defining the corporate mission
10. Explain the BCG Matrix
11. Explain the GE matrix
12. Explain Product/ Market
13. What is SWOT Analysis?
14. What is a marketing environment?
15. Explain the main forces of micro- and macro environment
16. Actors in micro environment: the company
17. Explain 4 P’s and 4 C’s of marketing
18. Actors in micro environment: suppliers, Intermediaries and Customers
19. Actors in micro environment: competitors and publics
20. Actors in macro environment: economic, natural and political factors
21. Actors in macro environment: demography, technology and cultural factors
22. Marketing research process
23. Pros-and-cons Focus group and Depth interview
24. Pros-and-cons Surveys
25. Observation as the method of marketing research
	1. Tasks on defining market share and market capacity

32. What is Market Segmentation? Requirements for effective segmentation

33. Segmenting consumer markets: demographic, socio-economic and geographic

34. Segmenting consumer markets: psychographic and behavioural

35. Explain the Stimulus –response model of Consumer Behavior

36. Explain the main stages of Consumer Buying Process

37.Explain the Cultural factors that influence Consumer Behavior

38.Explain the Social factors that influence Consumer Behavior

39.Explain the Personal factors that influence Consumer Behavior

40.Explain the Psychological factors that influence Consumer Behavior

41. What is product? Explain product levels, give examples

42. Explain the Consumer Goods Classification, give examples

43. Explain the Industrial Goods Classification,give examples

44. Explain the product line and product mix

45. Explain the main stages of New product development

47.What is product life cycle (PLC), which strategies company use on each stage of PLC?

48-55. tasks on pricing. Tasks on defining price elasticity

56. What is a Distribution channels?

57. Explain the main function of distribution channels

58. Explain the main types of Vertical Marketing Systems

59. What is Marketing Logistics?

60. Explain the Marketing communication mix

61. What is the role of Marketing communication?

62. Establish budget of Marketing Communications

63. What is advertising?

64. Explain the main types of advertising

65. What is Public Relations?

66. Explain the main function of PR Department

67. What Is Pricing?

68. Explain the main functions of Price

69. Explain the internal and external determinant factors in pricing

70-75. Tasks on defining advertising effectiveness