**Əhmədova Emiliya\_Marketinq**

1. Define marketing and outline the steps in the marketing process
2. Describe the major trends and forces that are changing the marketing landscape in this age of relationships
3. What is marketing myopia? What are the short- and long-term implications for business in this situation?
4. Describe the five different competing marketing orientations that a business organization can adopt to drive its marketing strategy.
5. Discuss meaning of customer value and importance of customer satisfaction for business.
6. What is difference between wants, needs and demands? Give an example.
7. Describe the environmental forces that affect the company’s ability to serve its customers.
8. explain how changes in the demographic and economic environments affect marketing decisions.
9. Discuss how companies can react to the marketing environment
10. Define economic environment and discuss how economic factors effect on purchasing power and spending patterns of customers.
11. Name and describe the types of publics in a company’s marketing environment.
12. Describe the element s of an organization’s macroenvironment and discuss how they affect marketing.
13. Describe the element s of an organization’s microenvironment and discuss how they affect marketing
14. What is the secondary data? Where do marketers obtain secondary data? What are the potential problems in using secondary data?
15. What is marketing research? Outline the steps in the marketing research process.
16. What is a sample and why is it important for researchers?
17. What is a marketing information system, and how is it used to create customer insights?
18. Define marketing intelligence and outline its goals within the company. Explain how marketing intelligence differs from marketing research?
19. What is marketing research? Outline the steps in the marketing research process.
20. Define and discuss psychological factors that influence consumer behavior.
21. Name and describe the four major forces that influence consumer buyer behavior.
22. List and define the major types of the buying decision behavior.
23. Define and discuss the steps in buyer decision process.
24. Define the consumer market and construct a simple model of consumer buyer behavior
25. Define and discuss social factors that influence consumer behavior.
26. Define demographic segmentation and discuss demographic segmentation variables.
27. List and describe the major basis for segmenting consumer markets.
28. Outline and describe factors that firms must take into consideration while evaluating different market segments
29. Define and discuss market targeting strategies.
30. Explain the differences between differentiated and undifferentiated marketing.
31. Define the major steps in designing a customer-driven marketing strategy: market segmentation, targeting, differentiation, and positioning.
32. Define differentiation and positioning and discuss how companies differentiate and position their products
33. Choose one company and describe its target audience (which segmentation variables they use), targeting strategies, differentiation points and positioning.
34. Discuss different brand sponsorship options.
35. Define product and the major classifications of products and services.
36. Discuss the nature and characteristics of a service.
37. Describe and discuss decisions in the development and marketing of individual products and services.
38. Describe and discuss levels of product and services.
39. As a part of Brand development strategies, explain, contrast and provide an example for Line extension and Brand extension strategies.
40. As a part of Brand development strategies, explain, contrast and provide an example for New Brand and Multibrand strategies.
41. Explain the four key brand strategy options for a business. Provide an example of each
42. What is a consumer product? Describe the characteristics of each type of consumer product and give examples of each
43. Discuss Product line filling and Product line stretching. Provide an example.
44. Explain how companies find and develop new-product ideas.
45. Describe the stages of the product life cycle (PLC) and how marketing strategies change during a product’s life cycle.
46. List and define the steps in the new-product development process.
47. What actions are performed in the test marketing step of the new product development process? How does a business carry out this step?
48. Describe PLC concept for styles, fashions, and fads.
49. Describe Product Life-Cycle Characteristics, Objectives, and Strategies for Introduction and Growth stages.
50. Describe Product Life-Cycle Characteristics, Objectives, and Strategies for Maturity and Decline stages.
51. Name and describe the types of costs marketers must consider when setting prices. Describe the types of costs – based pricing.
52. Identify the three major pricing strategies and discuss the importance of understanding customer-value perceptions, company costs, and competitor strategies when setting prices
53. Describe the major strategies for pricing new products.
54. Discuss Costs at different levels of production and Costs as a function of production experience
55. Identify and define the other important external and internal factors affecting a firm’s pricing decisions
56. Name and describe the two types of value-based pricing methods.
57. Describe the major strategies for pricing new products.
58. List and briefly explain what internal factors companies must consider for pricing decisions. How important are these, in your opinion?
59. Explain how companies find a set of prices that maximizes the profits from the total product mix.
60. Discuss how companies adjust their prices to take into account different types of customers and situations.
61. Briefly explain, and provide an example of, the four types of markets companies must consider for pricing decisions. Are these markets relevant for all types of products?
62. Discuss psychological pricing strategies. Provide several examples.
63. Contrast cost based pricing strategy with value based pricing strategy. Provide advantages and disadvantages for each.
64. Briefly explain product mix pricing strategies. Provide example for each.
65. Discuss Product line pricing and Optional-product pricing strategies. Provide an example for each.
66. Discuss dynamic and online pricing strategies. Reflect on ethical issues related with this strategy.
67. Discuss segmented pricing strategy. Reflect on customer-segment pricing, product form pricing, location-based pricing. Provide an example.
68. Define product bundle pricing. Give examples where companies have used this pricing strategy
69. Discuss Captive-product pricing and by-product pricing strategies. Provide an example for each strategy.
70. What is promotional pricing, how is it used by sellers, and what are the risks? Give an example
71. Name and describe the types of publics in a company’s marketing environment. What are publics in the marketing context? Why are they important to marketers?
72. Explain how internal databases differ from marketing intelligence. What are some advantages and disadvantages of both?
73. What is a consumer product? Describe the characteristics of each type of consumer product and give examples of each.
74. Why might a business adopt a customer-centered approach to new product development?
75. Why is finding and implementing the right pricing strategy critical to a company’s success?