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DEFINING MARKETING FOR THE 21ST CENTURY

1. Marketing is too often confused and identified with advertising or sales. Differentiate and explain the relationship among these three very shortly.

2. Does marketing create or satisfy needs? Support your response with an example.

3. What is marketed? List and discuss each briefly.

DEVELOPING MARKETING STRATEGIES AND PLANS

4. Assume you are UNEC's new marketing manager, hired to develop a marketing plan for the university to attract new international students. What will be your next steps?

5. How is strategic planning carried out at different levels of the organization? Illustrate your answer.

6. What does strategic planning for individual businesses include? List and explain each line briefly.

COMPETITIVE DYNAMICS

7. Identify the major competitors of UNEC in the local market of international student recruitment. Who has the leading market share, whose shares have declined?

8. Pick an industry in Azerbaijan. Classify firms according to the four different roles they might play: leader, challenger, follower, or nicher.

9. What marketing strategies are appropriate at each stage of the product life cycle? Give an example for each stage.

GATHERING INFORMATION AND FORECASTING DEMAND

10. What are the components of a modern marketing information system? Illustrate your response.

11. Pick an industry. What brands and products do you feel successfully “speak to you” and effectively target your age groups? Why? Which ones do not? What could they do better?</para></question></general-problem>

12. What primary research does UNEC need to support its marketing strategy, including program management, pricing and marketing communication?

13. What technological, demographic and economic changes can potentially affect online food order/delivery system in Azerbaijan, buyer acceptance of online food shopping, and development of substitute or enhanced services?

CONDUCTING MARKETING RESEARCH

14. What is the best type of Marketing Research? Quantitative or qualitative? Explain.

15. When was the last time you participated in a survey? How helpful do you think the information was you provided? How could the research have been done differently to make it more effective?

16. List the steps that effective marketing research involves. Discuss each step briefly.

ANALYZING CONSUMER MARKETS

17. What cultural, social, personal, and psychological factors have the most influence on consumers buying iPhones? Explain each factor briefly.

18. What mental accounts do you have in your mind about purchasing products and services? Do you have any rules you employ in spending money? Are they different from what other people do?

19. How do consumers make purchasing decisions? List the stages and explain.

ANALYZING BUSINESS MARKETS

20. What is the business market, and how does it differ from the consumer market?

21. What buying situations do organizational buyers face?

22. What specific types of businesses appear to fit the business market definition used at Starbucks?

IDENTIFYING MARKET SEGMENTS AND TARGETS

23. How do you think, should Starbucks pursue full market coverage, market specialization, product specialization, selective specialization, or single-segment concentration? Why?

24. Is Mass Marketing dead? Discuss.

25. Pick a product in soft drink industry and answer the following questions: How would marketing be more or less effective for you depending on the segment? How would you contrast demographic and behavioral segment schemes? Which one(s) do you think would be most effective for marketing trying to sell to you?

CRAFTING THE BRAND POSITIONING

1. What is positioning? How can a firm develop and establish an effective positioning in the market?

2. How do marketers identify and analyze competition? Why firms should also pay attention to latent competitors?

3. What are Points-of-Difference and Points-of-Parity? What is the difference between POD and POP in brand management?

4. How are brands successfully differentiated? Discuss the differentiation strategies and means of it as well.

SETTING PRODUCT STRATEGY

5. What is a product and how do marketers classify products?

6. How can companies differentiate products and services? List and discuss each briefly.

7. What is Product Mix? What is Product Line? How can a company build and manage its product mix and product lines?

8. How can companies combine products to create strong co-brands or ingredient brands? Give an example for each.

DEVELOPING PRICING STRATEGIES AND PROGRAMS

9. How has the Internet changed the pricing environment? Support your idea with an example.

10. How should a company set prices initially for products or services? List the steps and define each briefly.

11. List the possible consumer reference prices and explain.

12. How should a company adapt prices to meet varying circumstances and opportunities? Which price-adaptation strategies are available?

13. How should a company respond to a competitor’s price challenge? Discuss the brand leader responses to competitive price cuts too.

CREATING LONG-TERM LOYALTY RELATIONSHIPS

14. What are customer value, satisfaction, and loyalty, and how can companies deliver them?

15. What is the lifetime value of customers and how can marketers maximize it?

16. How can companies attract and retain customers and cultivate strong customer relationships?

17. What are the pros and cons of database marketing? When there is no need to build a database?

DESIGNING AND MANAGING INTEGRATED MARKETING COMMUNICATIONS

18. List the modes of marketing communications and describe each briefly.

19. What are the major steps in developing effective communications? List and discuss.

20. Should Red Bull do more traditional advertising? Why or why not?

21. How an ideal advertising campaign should be?

MANAGING MASS COMMUNICATIONS

22. What steps are required in developing an advertising program? List and discuss.

23. What are the factors to consider in setting an advertising budget?

24. What are some of your favorite TV ads? Why? How effective are the messages and creative strategies? How are they building brand equity?

25. How should retailers measure impact of advertising on sales?

INTRODUCTING DIGITAL MARKETING

1. Define earned, owned and paid media. Give examples for each three key online media types.

2. Identify the key differences between customer communications digital marketing and traditional marketing.

3. How do digital technologies support marketing?

4. Discuss the 5Ss of Internet marketing.

5. Discuss the 6 categories of e-communications tools or media channels.

MANAGING PERSONAL COMMUNICATIONS

6. What is direct marketing? How can companies conduct direct marketing for competitive advantage?

7. How should the firms organize the sales force structure?

8. What are the steps of effective selling? List and describe each briefly.

9. What is word-of-mouth effect? How does viva voce affect marketing success?

10. How can companies carry out effective interactive marketing?

MANAGING RETAILING, WHOLESALING AND LOGISTICS

11. What major types of marketing intermediaries occupy the sector? List them all and describe each very briefly.

12. Define store and non-store retailing. Give examples for each.

13. What are the major trends with marketing intermediaries?

14. What marketing decisions do these marketing intermediaries make? List and describe.

15. What does the future hold for private label brands? Support your response with local examples.

INTRODUCING NEW MARKET OFFERINGS

16. What are the main stages in developing new products and services?

17. List the categories of new products and give an example for each.

18. Describe the ways to find great new ideas for developing product and services.

19. What is adoption? List the stages of the adoption process.

20. What limits does a company face in developing new products and services?

TAPPING INTO GLOBAL MARKETS

21. What is a global firm? And what factors should a firm review before deciding to go abroad?

22. Why do companies pursue global markets? What risks do they face in the process?

23. What are the major ways of entering a foreign market? List and describe each.

24. Define the 5 international product and communication strategies. List the levels of product adaptation as well.

25. What are the advantages and disadvantages of global marketing?