**Marketing**

1. What is a marketing?
2. Core marketing concepts: need, wants, demands, products, exchanges, transactions, markets
3. Evolution of marketing concept, Marketing and Sales concepts contrasted
4. Main marketing functions
5. Marketing classification
6. Types of demand and marketing strategy
7. What is a marketing environment?
8. Actors in the microenvironment: the company
9. Actors in microenvironment: suppliers and intermediaries
10. Actors in microenvironment: customers, public and competitors
11. Macroenvironment: ecvonomic, social and demographic factors
12. Macroenvironment: technical and natural factors
13. Macroenvironment: political and cultural factors
14. The main purpose and tasks of marketing research
15. The main types of marketing research
16. The marketing research process
17. Qualitative research methods: focus-group, dept interwiev, observation
18. Quantitative research methops: survey
19. Main factors influences on consumer behavior
20. Stimulus –response model of Consumer Behavior
21. Key Psychological Processes
22. Consumer Buying Process
23. What is Market Segmentation?
24. Segmenting consumer markets: demographic, socio-economic and geographic
25. Segmenting consumer markets: psychographic and behavioural
26. **Product levels**
27. **Product Classifications by durability and tangibility**
28. **Consumer goods classifications**
29. **İndustrial goods classification**
30. **Product differentiation**
31. **Services Differentiation**
32. **What is a product Line and product mix?**
33. **Packaging, its main objectives and functions**
34. **Labeling, Warranties and Guarantees**
35. **What is a New Product development?**
36. **Main reasons of new product fails and success**
37. **The process of new product development**
38. **The Typical Product Life Cycle**
39. **The Nature and Importance of Marketing Channels**
40. **Distribution channel functions**
41. **What is a channel level?**
42. **Channel Behavior and Organization**
43. **Vertical marketing systems and its type**
44. **Horizontal and Hybrid marketing systems**
45. **Channel Design Decisions**
46. **Strategies of Intensive distribution, Exclusive distribution, Selective distribution**
47. **Price, main function of price**
48. **Price objectives**
49. **Steps in setting price**
50. **Price methods**
51. **What is advertising?**
52. **Factors to Consider in Setting an Advertising Budget**
53. **Main types of advertising channels**
54. **What is sales promotion?**
55. **Public relations, its main function**
56. **Developing marketing strategies and plans**
57. **What is strategic planning?**
58. **Corporate and division strategic planning**
59. **Assessing growth opportunities**
60. **Strategic marketing process**

**61.** Make a SWOT-analysis of McDonald’s Corporation, using next information

|  |  |
| --- | --- |
| Industries served | Restaurants (McDonald’s, McCafé, McExpress, McStop) |
| Geographic areas served | Worldwide (36,525 restaurants in 119 countries) |
| Revenue | US$25.413 billion (2015) 7.4% decrease over US$27.441 billion (2014) |
| Profit | US$4.529 billion (2015) 4.8% decrease over US$4.758 billion (2014) |
| Employees | 420,000 (2016) |
| Main Competitors | Burger King Worldwide, Inc., Darden Restaurants, Inc., Doctor's Associates, Inc., Domino’s, Inc., Yum! Brands, Inc., Starbucks Corporation, Wendy’s Company and many other restaurant chains. |

62. Make a SWOT-analysis of Apple Inc, using next information

|  |  |
| --- | --- |
| Industries served | Computer hardware (Mac, iMac, Mac Pro, MacBook, MacBook Air) Computer software (iOS, OS X, Safari, iLife, iWork, iMovie, iPhoto) Consumer electronics (iPod, iPhone, iPad, Apple TV and Mac products) Digital distribution (iTunes store, iCloud, App Store, Mac App Store) |
| Geographic areas served | Worldwide (retail stores in 18 countries and online stores in 120 countries) |
| Revenue | US$233.715 billion (2015) 27.85% increase over US$182.795 billion (2014) |
| Profit | US$53.394 billion (2015) 35.14% increase over US$39.510 billion (2014) |
| Employees | 110,000 (2015) |
| Main Competitors | Samsung Electronics Co., Ltd., Amazon.com, Inc., International Business Machines Corporation, Cisco Systems, Inc., Google Inc., Microsoft Corporation, Dell Inc., LG Electronics, Lenovo Group Limited, Hewlett-Packard Company, Sony Corporation and many other computer hardware, computer software, consumer electronics and Internet companies. |

63. Make a SWOT-analysis of Samsung Electronics Co., Ltd., using next information

|  |  |
| --- | --- |
| Industries served | Consumer electronics (digital cameras, camcorders, TVs, blu-rays, laptops, home theaters, displays, tablets)  Telecoms equipment (phones, smartphones)  Semiconductors (DRAM, V-NAND, SSD, UFC)  Home appliances (washers, refrigerators, microwaves, dishwashers, vacuums) |
| Geographic areas served | Worldwide (80 countries) |
| Revenue | US$177.365 billion (2015) 2.7% decrease over US$182.273 billion (2014) |
| Profit | US$16.848 billion (2015) 18.5% decrease over US$20.679 billion (2014) |
| Employees | 319,000 (2016) |
| Parent | Samsung Group |
| Main Competitors | Apple Inc., Nokia OYJ, Intel Corporation, LG Display and LG Electronics, Sony Corporation, Texas Instruments Inc., Lenovo Group Limited, Hewlett-Packard Company, Sanyo Electric Co., Ltd., Toshiba Corporation, SK Hynix Inc., Western Digital Corporation and many other consumer electronics, telecommunications equipment, semiconductor and home appliance companies. |

64. Make a SWOT-analysis of The Coca-Cola Company, using next information

|  |  |
| --- | --- |
| Industries served | Beverage (more than 500 brands) |
| Geographic areas served | Worldwide (more than 200 countries) |
| Revenue | US$44.294 billion (2015) 3.7% decrease over US$45.998 billion (2014) |
| Profit | US$7.351 billion (2015) 3.6% increase over US$7.098 billion (2014) |
| Employees | 123,200 (2016) |
| Main Competitors | PepsiCo Inc., Dr Pepper Snapple Group, Inc., Unilever Group, Mondēlez International, Inc., Groupe Danone, Kraft Foods Inc., Nestlé S.A. and many other companies in the beverage industry. |

65. Make a SWOT-analysis of Wal-Mart Stores, Inc., using next information

|  |  |
| --- | --- |
| İndustries served | Retail (Discount department stores and warehouse stores) |
| Geographic areas served | Worldwide (11,528 stores in 28 countries) |
| Revenue | US$482.130 billion (2016) 0.7% decrease over US$485.651 billion (2015) |
| Profit | US$14.694 billion (2016) 1.7% decrease over US$16.182 billion (2015) |
| Employees | 2.3 million (2016) |
| Main Competitors | Costco Wholesale Corporation, Dollar General Corporation, Dollar Tree, Inc., Kohl's Corporation, Macy's Inc, Sears Holdings Corporation, Target Corporation and many other retailers/wholesale companies. |

66. Make a SWOT-analysis of Starbucks Corporation, using next information

|  |  |
| --- | --- |
| Industries served | Restaurants (Coffeehouses) |
| Geographic areas served | Worldwide (23,043 coffeehouses in more than 68 countries) |
| Revenue | US$19.163 billion (2015) 16.5% increase over US$16.448 billion (2014) |
| Profit | US$2.757 billion (2015) 33.3% increase over US$2.068 billion (2014) |
| Employees | 238,000 (2015) |
| Main Competitors | Caribou Coffee Company, Costa Coffee, Dunkin' Brands Group, Inc., Green Mountain Coffee Roasters, McDonald's Corporation, Nestlé S.A. and many other restaurant chains and coffeehouses. |

67. Make a SWOT-analysis of Amazon.com, Inc. using next information

|  |  |
| --- | --- |
| Industries served | Internet (Amazon Marketplace, Amazon Web Services, Amazon Video)  Retail (Amazon Marketplace, Amazon Prime)  Consumer Electronics (Amazon Kindle, Fire HD, Fire TV, Amazon Echo) |
| Geographic areas served | Worldwide |
| Revenue | US$107.006 billion (2015) 20.2% increase over US$88.988 billion (2014) |
| Profit | US$596 million (2015) 347% decrease over US$(241) million (2014) |
| Employees | 230,800 (2016) |
| Main Competitors | Alibaba Group, Apple Inc., eBay, Inc., Facebook Inc., Google Inc., International Business Machines Corporation, Microsoft Corporation, Netflix Inc., Wal-Mart Stores, Inc. and many other Internet and retail companies. |

68. Make a SWOT-analysis of Google Inc. using next information

|  |  |
| --- | --- |
| İndustries served | Internet (Google Search, Google AdWords, Gmail) Computer software (Chrome OS, Picasa, Google Earth) Consumer electronics (Chromebook, Nexus, Google TV) |
| Geographic areas served | Worldwide (more than 50 countries) |
| Revenue | US$74.541 billion (2015) 13.5% increase over US$65.674 billion (2014) |
| Profit | US$16.348 billion (2015) 15.6% increase over US$14.136 billion (2014) |
| Employees | 61,814 (2016) |
| Parent | Alphabet Inc. |
| Main Competitors | Apple Inc., Facebook Inc., Microsoft Corporation, Samsung Electronics Co., Ltd., International Business Machines Corporation and many other Internet, computer software and consumer electronics companies. |

69. Make a SWOT-analysis of PepsiCo Inc. using next information

|  |  |
| --- | --- |
| Industries served | Beverage (Pepsi, Mountain Dew, Gatorade, Sierra Mist) Food (Quaker Oats, WBD, Rold Gold) Snack (Lay’s, Doritos, Cheetos) |
| Geographic areas served | Worldwide (more than 200 countries) |
| Revenue | US$63.056 billion (2015) 5.4% decrease over US$66.683 billion (2014) |
| Profit | US$5.452 billion (2015) 16.3% decrease over US$6.516 billion (2014) |
| Employees | 263,000 (2016) |
| Main Competitors | The Coca-Cola Company, DPSG, Mondelēz International, Monster Beverage Corporation, Hansen Natural Corporation, National Beverage Corp., Kraft Foods Group, The Kellogg Company, ConAgra Foods., Nestlé S.A., Snyder’s-Lance and other beverage, food and snack companies. |

70. Make a SWOT-analysis of Ford Motor Company, using next information

|  |  |
| --- | --- |
| Industries served | Automotive and Financial Services |
| Geographic areas served | Worldwide (62 countries) |
| Revenue | US$149.558 billion (2015) 3.8% increase over US$144.077 billion (2014) |
| Profit | US$7.373 billion (2015) 598% increase over US$1.231 billion (2014) |
| Employees | 199,000 (2016) |
| Main Competitors | Fiat Chrysler Automobiles, General Motors Company, Honda Motor Company, Hyundai-Kia Automotive Group, PSA Peugeot Citroën, Renault-Nissan B.V., Suzuki Motor Corporation, Toyota Motor Corporation, Volkswagen AG Group and many other automotive companies. |

71. **Make a SWOT-analysis of** IKEA International Group**, using next information**

|  |  |
| --- | --- |
| Industries served | Retail |
| Geographic areas served | Worldwide |
| Revenue | € 27.628 billion (2012) |
| Profit | € 3.202 billion (2012) |
| Employees | 139,000 (2012) |
| Main Competitors | Argos, Ashley Furniture Home Stores, B&Q, Bob’s Discount, John Lewis, Pier 1 Import, Rooms To Go and many others. |

72. **Make a SWOT-analysis of** International Business Machines Corporation (IBM)**, using next information**

|  |  |
| --- | --- |
| Industries served | Computer hardware, Computer software, IT services, IT consulting |
| Geographic areas served | Worldwide |
| Revenue | $104.5 billion (2012) |
| Profit | $16.6 billion (2012) |
| Employees | 434,246 (2012) |
| Main Competitors | Apple Inc., Cisco Systems, Inc., Dell Inc., Hewlett-Packard Company, Microsoft Corporation, Oracle Corporation, VMware, Inc. and many others. |

73. **Make a SWOT-analysis of** Hewlett-Packard Company**, using next information**

|  |  |
| --- | --- |
| Industries served | Computer hardware and software, IT services and consulting |
| Geographic areas served | Worldwide |
| Revenue | $ 120.357 billion (2012) |
| Profit | $ -12.650 billion (2012) |
| Employees | 331,800 (2012) |
| Main Competitors | Apple Inc., Cisco Systems, Inc., Dell Inc., Fujitsu Limited, International Business Machines Corporation, Lenovo Group Limited, Microsoft Corporation, Oracle Corporation, Samsung Electronics Co., Sony Corporation and many others. |

74. **Make a SWOT-analysis of** Dell Inc**, using next information**

|  |  |
| --- | --- |
| Industries served | Computer hardware, Computer software, IT consulting, IT services |
| Geographic areas served | Worldwide |
| Revenue | $ 63.07 billion (2012) |
| Profit | $ 3.49 billion (2012) |
| Employees | 110,000 (2012) |
| Main Competitors | Apple Inc., Samsung Electronics Co., Ltd., Lenovo Group Limited, Hewlett-Packard Company, Sony Corporation, Fujitsu Limited and many others. |

75. **Make a SWOT-analysis of** KFC (Kentucky Fried Chicken)**, using next information**

|  |  |
| --- | --- |
| Industries served | Restaurants, Fast Food |
| Geographic areas served | Worldwide |
| Revenue | $ 9.5 billion (2012) |
| Profit | N/A |
| Employees | N/A |
| Parent | Yum! Brands |
| Main Competitors | McDonald’s Corporation, Burger King Worldwide Inc., Subway, Wendy’s Company and many others. |

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