

Marketing

Part 1 – Market Research

Define Market Research?

Explain Field Research?

- Example (fully explained)

- Example (fully explained)

- Example (fully explained)

Explain Desk Research?

- Example (fully explained)

- Example (fully explained)

- Example (fully explained)

Explain the importance Market Research?

State: _____

Explain: _____

State: _____

Explain: _____

State: _____

Explain: _____

State: _____

Explain: _____

Part 2 – Marketing Terms

Explain, with an example, what is meant by a target market?

Explain, with an example, what is meant by a niche market?

Explain, with an example, what is meant by a Unique Selling Point (USP)?

Define Marketing Concept

Explain the benefits to a business of adopting the Marketing Concept

State: _____

Explain: _____

State: _____

Explain: _____

State: _____

Explain: _____

Explain the benefits to a business of having a marketing plan

State: _____

Explain: _____

State: _____

Explain: _____

State: _____

Explain: _____

Illustrate what is meant by the term market segmentation

Explain the benefits of Market Segmentation to a business

State: _____

Explain: _____

State: _____

Explain: _____

State: _____

Explain: _____

Marketing Mix

Define the marketing mix

Part 3 - Product

Explain the benefits of branding for a business

State: _____

Explain: _____

State: _____

Explain: _____

State: _____

Explain: _____

State: _____

Explain: _____

State: _____

Explain: _____

Explain the importance of having the right packaging for the product

State: _____

Explain: _____

State: _____

Explain: _____

State: _____

Explain: _____

State: _____

Explain: _____

Using a diagram, explain the stages of the life cycle of a product



Stage: _____

Explain: _____

Stage: _____

Explain: _____

Stage: _____

Explain: _____

Stage: _____

Explain: _____

Stage: _____

Explain: _____

Part 4 - Place

Explain, with a diagram and example, the different channels of distribution available to producers

Explain: _____

Explain: _____

Explain: _____

Part 5 - Promotion

Explain the different types of advertising a business might use

State: _____

Explain: _____

State: _____

Explain: _____

State: _____

Explain: _____

State: _____

Explain: _____

State: _____

Explain: _____

Outline the functions of advertising

Function: _____

Function: _____

Function: _____

Function: _____

Function: _____

Explain the factors a business might consider when selecting an advertising medium

State: _____

Explain: _____

State: _____

Explain: _____

State: _____

Explain: _____

State: _____

Explain: _____

Explain role of the Advertising Standards Authority

Illustrate the Sales Promotions Techniques a business might use

State: _____

Explain: _____

State: _____

Explain: _____

State: _____

Explain: _____

State: _____

Explain: _____

Illustrate the benefits of Public Relations to a business

State: _____

Explain: _____

State: _____

Explain: _____

State: _____

Explain: _____

State: _____

Explain: _____

Explain what is meant by Personal Selling. What type of business environments is it suited to?

Part 6 - Price

Explain the factors a business considers before setting the price of a product or service

State: _____

Explain: _____

State: _____

Explain: _____

State: _____

Explain: _____

State: _____

Explain: _____

Explain the different pricing strategies available to a business

State: _____

Explain: _____

State: _____

Explain: _____

State: _____

Explain: _____

State: _____

Explain: _____

State: _____

Explain: _____

Give the formula/method for calculating the following

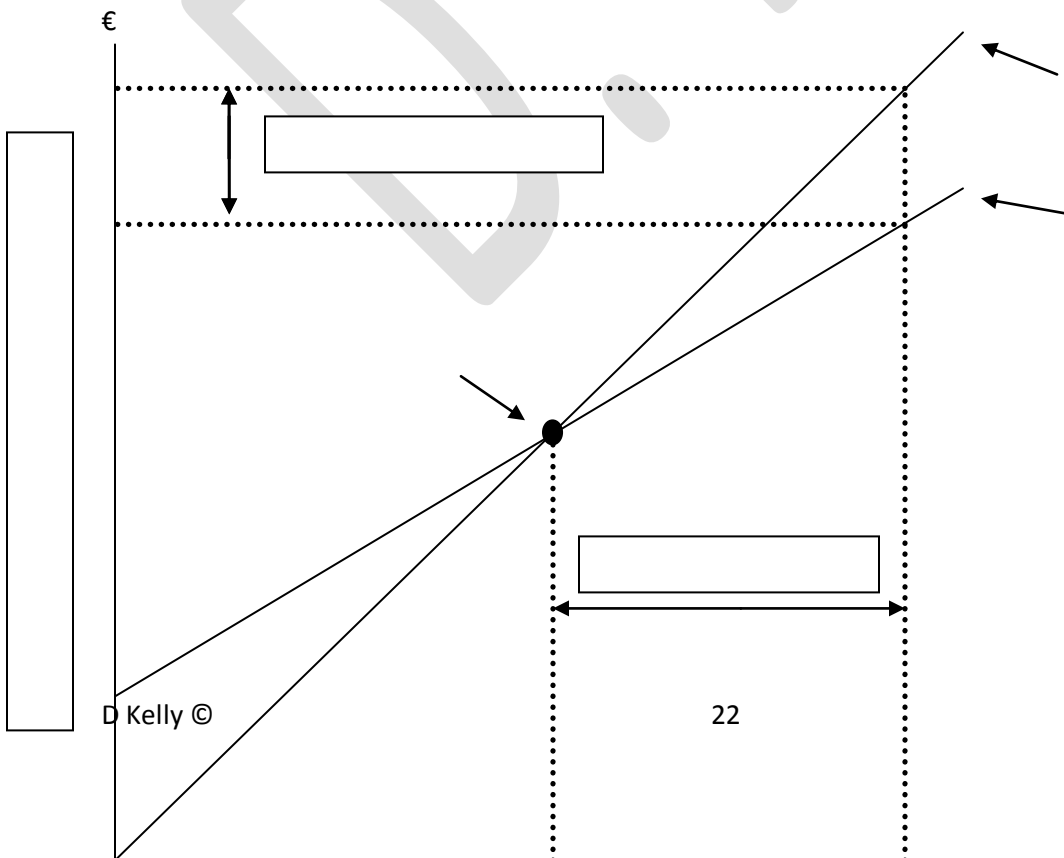
Contribution per unit =

Breakeven Point =

Profit at full capacity (forecast output) =

Margin of Safety =

Label the breakeven chart below



_____ ←



Explain the uses of breakeven charts

State: _____

Explain: _____

State: _____

Explain: _____

State: _____

Explain: _____

State: _____

Explain: _____

State: _____

Explain: _____

Evaluate the Marketing Mix of a company of your choice

Product

Explain and Evaluate: _____

Price

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