

exam format (will consist of two parts):

1. multiple choice
2. open ended responses

SESSION 2 – OVERVIEW OF MARKETING

- what is marketing?
 - marketing: the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives
- key ideas in the definition of marketing
 - process involving strategy and tactics
 - involves the four P's – produce, price, place, promotion
 - includes more than goods
 - exchange is key (each party give up something in order to get something)
- marketing misconceptions
 - isn't marketing just selling and advertising?
 - sales and advertising are two functions of marketing – these are just the most "visible" consequences of a marketing strategy
 - pricing low will fix most problems by bringing in more customers
 - competing on price is one of many strategies a firm can use
 - while low price may increase market share in the short run, it usually has disastrous long-term consequences (why do firms use promotions sparingly?)
 - we don't need marketing: we already make a superior product.
 - unless the product is properly positioned to the right target segment how will you generate revenues?
- what can we market?
 - places, causes, events, organizations – profit/nonprofit, people, ideas
- customer value
 - customer value: a function of total perceived benefits relative to total perceived costs
 - only when benefits > cost have we created customer value
- the 4ps of marketing
 - product strategy – create value
 - provide the benefits, tangible and intangible, consistent with chosen positioning and target segment
 - features, brand name, packaging, service, warranty
 - pricing strategy – capture value
 - product revenue
 - communicate value to customer
 - list price, discounts, allowances, credit terms, payment period
 - promotional strategy – communicate value
 - build awareness and get distribution
 - convey information
 - develop positive associations/identity
 - increase intent to purchase
 - advertising, personal selling, sales promotion, publicity

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CXC Study Guide: Principles of Business for CSEC® Robert Dransfield,2019-12-19 Developed exclusively with the Caribbean Examinations Council this Study Guide will provide you with the support to maximise your performance in CSEC Principles of Business Written by a team of experts in the examination the syllabus and teachers this Study Guide covers all the essential information in an easy to use double page spread format Each topics begins with key learning outcomes and contains a range of features to enhance your study of the subject Study Guide to Marketing Ethics Cybellium,2024-10-26 Designed for professionals students and enthusiasts alike our comprehensive books empower you to stay ahead in a rapidly evolving digital world Expert Insights Our books provide deep actionable insights that bridge the gap between theory and practical application Up to Date Content Stay current with the latest advancements trends and best practices in IT AI Cybersecurity Business Economics and Science Each guide is regularly updated to reflect the newest developments and challenges Comprehensive Coverage Whether you're a beginner or an advanced learner Cybellium books cover a wide range of topics from foundational principles to specialized knowledge tailored to your level of expertise Become part of a global network of learners and professionals who trust Cybellium to guide their educational journey www.cybellium.com **CXC**

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