

Intro to Marketing Quiz Objectives

- Summarize the purposes of marketing.
- Identify, describe, and provide examples of the four P's: Product, Place, Price, and Promotion.
- Summarize the meaning and implementation of each of the following pricing strategies: a. Cost-plus b. Value-based c. Competitive d. Going-Rate e. Skimming f. Discount g. Loss-leader h. Psychological
- Summarize the meaning and implementation of each of the following distribution methods: a. Direct sales b. Retail c. Intensive Distribution d. Selective Distribution e. Exclusive Distribution
- Explain the significance and changes that resulted in each of the following marketing eras: a. Simple Trade Era b. Production Era c. Sales Era d. Marketing Dept. Era e. Marketing Co. Era f. Relationship Marketing Era g. Social/Mobile Marketing Era.