Intro to Marketing Notesheet C. Kohn, Waterford WI

Name: Hour Date:

Date Assignment is due: Why late? Score: + ✓ -  
 Day of Week Date If your project was late, describe why

**Directions**: Use the accompanying PowerPoint (available online) to complete this sheet. This sheet will be due upon the completion of the PowerPoint in class. These assignments are graded on a +/√/- scale.

1. Define marketing:
2. Provide a second definition of marketing:
3. Without marketing, everything would have to be
4. Marketing ensures that   
     
   that   
     
   as determined by   
     
   and that
5. Without marketing, consumers would need to   
     
      
     
   and
6. How does marketing reduce the difficulty of buying and selling a product?
7. How are economics and marketing related?
8. How are they different?
9. What are the Four P’s?
10. What is Product?
11. What is a target market?
12. The Product is not just the actual good or service, but also the
13. A product is really a a   
      
    will , not just the
14. The product bundle needs to meet the
15. Is it realistic to say that the product that gets sold is always the best product available? Explain:
16. How are the attributes of a product chosen?
17. A product’s attributes should also be chosen with consideration for
18. What does this mean?
19. Price refers to
20. Should the price you offer for your good be the lowest price possible? Explain:   
      
    Your determined price should be reflective of
21. What does it mean that a profit margin should be appropriate given the product you are trying to sell?
22. Summarize each of the following:   
      
    Competitive Price Points:   
      
       
      
    Value-based:   
      
       
      
    Competitive:   
      
       
      
    Going-rate:   
      
       
      
    Skimming:   
      
       
      
    Discount:   
      
       
      
    Loss-leader:   
      
       
      
    Psychological:
23. What is place?
24. What are examples of place?
25. What are direct sales?
26. What is the advantage of this?
27. What are the disadvantages?
28. What are retail sales?
29. What is the advantage of this?
30. What are the disadvantages?
31. What is coverage?
32. What is intensive distribution?
33. What is intensive distribution mostly used for?
34. What is selective distribution?
35. What does it work best for?
36. What is exclusive distribution?
37. What does this work best for?
38. What is the downside of exclusive distribution?
39. Place is not just a physical location but also what?
40. Summarize an example of this concept:
41. What is promotion?
42. Promotion exists to
43. Good promotion involves
44. Promotion may involve what items?
45. What is likely the most noticeable component of promotion?
46. What are five examples of forms of advertising?
47. Public relations focuses on
48. This can involve
49. What is key in creating positive PR?
50. Personal sales focuses on
51. A good salesperson has a for each kind of   
      
     and is
52. Sales promotions include
53. Promotions can also include reaching customers through
54. Summarize each of the following stages of marketing by describing their key characteristics:   
      
    Simple Trade Era:   
      
       
      
    Production Era:   
      
       
      
    Sales Era:   
      
       
      
    Marketing Dept. Era:   
      
       
      
    Marketing Co. Era:   
      
       
    Relationship Marketing Era:
55. Summarize how things changed in the ‘90s that necessitated a change in marketing techniques:
56. In addition, companies are more likely to offer   
      
    seek   
      
    and provide
57. Summarize how marketing works in the Social Marketing Era:
58. Summarize the three major changes that are part of this era:   
      
    Enhanced Expectations:   
      
       
      
    Connected Experiences:   
      
       
      
    Self-Marketing:
59. How has Amazon.com adjusted to these three changes? Summarize their tactics:
60. Summarize four ways in which the Social/Mobile Marketing Era has changed how products are marketed:   
      
    1.   
      
    2.   
      
    3.   
      
    4.

Unit Wrap-up C. Kohn, Agricultural Sciences - Waterford WI

This page is designed to help raise your grade while enabling you to develop skills you will need for after high   
school. You will need to complete every question and blank in order to receive full credit for your notes. Note: if you cannot come up with a strategy to remember a difficult concept on your own, see your instructor for help.

1. What is a topic or concept from this unit that you found to be more challenging? Write or describe below:  
     
      
     
   In the space below, create a mnemonic, rhyme, analogy, or other strategy to help you remember this particular concept:
2. What is a 2nd topic or concept from this unit that you found to be more challenging? Write or describe below:  
     
      
     
   In the space below, create a mnemonic, rhyme, analogy, or other strategy to help you remember this particular concept:
3. What is a 3rd topic or concept from this unit that you found to be more challenging? Write or describe below:  
     
      
     
   In the space below, create a mnemonic, rhyme, analogy, or other strategy to help you remember this particular concept:
4. Circle the most appropriate response. You will only be graded on whether or not you completed this section, so be entirely honest with yourself when completing this section.

Circle one: *I used my notes outside of class to prepare for the quiz.* Definitely – Yes – Sort of - No

Circle one: *I took extra notes in the margins for very difficult concepts.* Definitely – Yes – Sort of - No

Circle one: *I created a personal strategy for at least three difficult items.* Definitely – Yes – Sort of - No

Circle one: *I was very involved and actively studying during the quiz review.* Definitely – Yes – Sort of - No

Circle one: *I think I will be satisfied with the quiz grade I received this week.* Definitely – Yes – Sort of - No

Circle one: *I might need to meet with the instructor outside of class.* Definitely – Yes – Sort of - No