

The Reasonably-Priced World Of Marketing

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I. What is Marketing?

- A. Generating sales
- B. The selling orientation
- C. The marketing orientation
- D. The marketing concept

II. Marketing Planning

- A. The marketing process
- B. Tools in the marketing plan
- C. The marketing plan

III. Marketing Research and Information

- A. Sources of information
- B. Sources of secondary information
- C. Sources of primary information

IV. Segmenting, Targeting and Positioning

- A. Segmenting
- B. Targeting
- C. Positioning

V. Overview of the Four P's

VI. Product

- A. Classification of consumer products
- B. The product life cycle

VII. Pricing

- A. Pricing strategies
- B. Price elasticity
- C. Other pricing strategies

VIII. Place

- A. Distribution channels
- B. Channel conflict
- C. Reducing channel conflict

IX. Promotion

- A. Objectives of promotion
- B. Promotional mix

generating sales
the product orientation
the selling orientation
the market orientation
the marketing concept
marketing planning
the marketing process
mission statements
organizational objectives
tools in the marketing plan
SWOT
situation analysis
market share/market growth matrix
the marketing plan
marketing research and information
sources of information
sources of secondary information
sources of primary information
interviews
focus groups

surveys
segmenting
targeting
positioning
the four P's of marketing
Product
classification of consumer product
the product life cycle
Pricing
pricing strategies
price elasticity
other pricing strategies
Place
distribution channels
vertical channel conflict
horizontal channel conflict
reducing channel conflict
Promotion
objectives of promotion
promotional mix