







## Final Exam

Like the midterm exam, the final exam will test your ability to apply the course material. Half of the exam will be a take home case study. A variety of other questions (i.e. multiple choice, short and long answer, etc.) will make up the other half. The Registrar will schedule the date and time for the final.

## Class Schedule

### Week 1 **Course Outline / Marketing Fundamentals**

- Review course outline
- What is a TARGET MARKET? What is POSITION?
- What is the MARKETING MIX? What is a PRODUCT?
- What is PLACE(DISTRIBUTION)? What is PRICE?
  - What is PROMOTION? What are the PROMOTIONAL TOOLS?
- Describe the relationship between NEEDS, TARGET MARKETS, POSITION and the MARKETING MIX?

### Week 2 **Contemporary Marketing**

- What is MARKETING? What is a MARKET?
- Describe the evolution of the 4 MARKETING ORIENTATIONS.
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Week 4

**Strategic Market Planning**

- Describe the relationship between MISSION STATEMENT, OBJECTIVES, STRATEGIES, and EXECUTION/TACTICS.
- Explain the PLAN-DO-CHECK cycle.
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Week 9

Week 12

**IMC: Sales Promotion, Public Relations, Experiential Marketing and Personal Selling**