

Marketing Management Study Guide—790.615

The purpose of the Marketing Management proficiency exam is to assess your understanding of the principles and concepts of marketing management. The emphasis of the exam is on your knowledge of the subject matter and your ability to demonstrate your capability of applying marketing principles to the overall success of an organization. In preparing for this exam, it is strongly recommended that students refer back to any marketing texts they may have kept. If this is not possible, any editions of the following text books are recommended for refreshment.

Kotler, Armstrong	<u>Principles of Marketing</u>
Kotler	<u>Marketing Management</u>
Lamb, Hair, McDaniel	<u>Marketing</u>
Perreault, McCarthy	<u>Basic Marketing</u>
Kerin, Berkowitz, Hartley, Rudelius	<u>Marketing</u>
Boone, Kurtz	<u>Contemporary Marketing</u>

You should understand the concepts, assumptions, limitations, design, formulation, and interpretation of:

- A marketing plan
- Nature and sources of competition
- Critical strategic issues and environmental influences in marketing management
- Analysis of industry portfolios
- Strategic and tactical/operational paths that sustain market growth
- Market economics and behaviors
- Market share, market potential and market demand
- Market segmentation
- Positioning strategies
- Pricing strategies
- Channel strategies
- Integrated marketing communications management
- New product and service development and product life cycle management
- Globalization
- Internet marketing

Specifically the exam will:

- be presented in essay/short answer form requiring sound writing ability in order to precisely and concisely communicate your understanding and application of marketing principles;
- require you to answer some of the questions but also enable you to choose from others;
- require your knowledge of marketing from a holistic view;
- will not require you to conduct mathematical calculations.

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current business school market leading text in the United Kingdom while their Thomson Learning text The Marketing Casebook Cases and Concepts has just been revised and is the most widely used marketing casebook From understanding customers branding and positioning relationship marketing social responsibility through to value based marketing and one to one marketing this book covers all the issues the modern marketer must address The text itself is organized into short structured chapters the Briefs each including Core definitions A bulleted key point overview Thorough yet concise explanation of the concept and primary issues Illustrative examples A selection of examination style case essay and applied questions Recommended further reading and sources Together these offer a rounded concise and topical appreciation of each theme within a clear and accessible framework designed to aid revision Also included are revision tips and golden rules for tackling examinations specimen examination papers with answer schemes and a full glossary of key marketing terms

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successful marketing campaigns Throughout this book real world examples case studies and practical insights are incorporated to illustrate key concepts and demonstrate their application in various industries and contexts This textbook serves as a valuable resource in reader s exploration of marketing management and inspires them to embrace the challenges and opportunities that lie ahead in the ever evolving world of marketing Happy reading and best wishes for your journey into the exciting realm of marketing management

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