

Marketing Essentials Study Guide

1. Introduction

1. Define the meaning of **marketing** and its role in business success and growth. (10%)
2. Explain the concept of **marketing mix** and its components: product, price, place, and promotion. (10%)
3. Discuss the importance of **market research** in identifying customer needs and preferences. (10%)
4. Explain the concept of **target market** and how it relates to marketing strategy. (10%)
5. Describe the **marketing process** and its steps: analysis, planning, implementation, and evaluation. (10%)
6. Discuss the role of **marketing communication** in creating brand awareness and influencing consumer behavior. (10%)
7. Explain the concept of **marketing ethics** and its importance in building trust and credibility. (10%)
8. Discuss the role of **marketing technology** in modern marketing strategies. (10%)
9. Explain the concept of **marketing research** and its importance in making data-driven decisions. (10%)
10. Discuss the role of **marketing research** in identifying market opportunities and threats. (10%)
11. Explain the concept of **marketing research** and its importance in making data-driven decisions. (10%)
12. Discuss the role of **marketing research** in identifying market opportunities and threats. (10%)

2. Marketing Research Methods and Data Collection

2.1 Primary Marketing Research and Data Collection

1. Define **primary marketing research** and its importance in gathering first-hand information. (10%)
2. Explain the concept of **survey research** and its various methods: questionnaire, interview, and focus group. (10%)
3. Discuss the importance of **sample design** in ensuring the representativeness of the data. (10%)
4. Explain the concept of **data analysis** and its role in interpreting the results of primary research. (10%)
5. Discuss the role of **marketing research** in identifying market opportunities and threats. (10%)
6. Explain the concept of **marketing research** and its importance in making data-driven decisions. (10%)
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10. Explain the concept of **marketing research** and its importance in making data-driven decisions. (10%)

1. Define **secondary marketing research** and its importance in gathering information from existing sources. (10%)
2. Explain the concept of **data analysis** and its role in interpreting the results of secondary research. (10%)
3. Discuss the importance of **sample design** in ensuring the representativeness of the data. (10%)
4. Explain the concept of **data analysis** and its role in interpreting the results of secondary research. (10%)
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Camilla Rothe



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