Title Slide

Narrator: In our final presentation we’ll have a very brief review of the important topics you should study for the exam. Note that a list of topics to study is being provided, not details on the content.

Slide 2

Title: Exam Format and Rules

Slide content:
- Comprehensive
- Scenario based – requires application and critical thinking
- Must be your own words – no “copy and paste”
- May use very limited quotes – about 10% - CITE
- One-point deduction for each spelling or grammar error

Narrator: The exam is comprehensive and potentially covers all topics discussed in the modules, text, and assignments. Several of the questions will be scenario based, meaning you must be able to apply the concepts learned in the course. All of your work must be your own, and you may not copy answers directly from any source. Use your own words. If you use any source other than the text or the course content, you must cite the source. “Copy and paste” answers, those copied verbatim from the text, or those copied from a classmate, will receive zero points for the question regardless of citations; however, you may use brief quotes (no more than 10% of your response) to support your answers. These must be in quotation marks and cited. There is a one-point deduction for each error in grammar, spelling, or punctuation.

Slide 3

Title: Ethics – Chapter 20

Slide content:
- Describe the common ethical issues in marketing
- Consumer rights
- Product liability

Narrator: Be prepared to discuss the ethical issues that marketers face, including product liability and consumer protection.

Slide 4

Title: Marketing Mix – Chapter 1

Slide content:
- Know the 7Ps
- Be able to apply the 7Ps to a scenario
- Distinguish one from another

Narrator: Know and be able to apply the 7Ps. Knowing the definitions will not be adequate. You must be able to relate them to a scenario or the marketing environment.
Slide 5

Title: Product Development – Chapter 9

Slide content:
- What are the steps in product development?
- Product lifecycle
- Feature and benefits – apply to a scenario

Narrator: You must know the steps in product development and be able to describe how they would be applied to a given product. You must also be able to replicate the product lifecycle and describe the marketing activities that take place in each stage. Know the difference between a feature and a benefit, and describe why each is important to marketing. Be ready to apply this concept.

Slide 6

Title: Market Research – Chapter 4

Slide content:
- Describe the research process
- Know the types of research
- Apply this to a marketing scenario

Narrator: Be able to describe the research process and distinguish between the various types of research.

Slide 7

Title: Marketing Communications – Chapters 14-17

Slide content:
- What are the major parts of marketing communications?
- Why would you select one over another in a given circumstance?
- Be able to match a communication strategy to a target audience.

Narrator: Know the major parts of IMC, describe under what circumstances you would use each, and be able to select and apply the right IMC option for a given set of circumstances.

Slide 8

Title: Marketing Environment – Chapter 3

Slide content:
- What are the major forces in the business or marketing environment?
- Be able to apply these to a scenario or circumstance.

Narrator: Describe the forces that influence the marketing or business environment. Be prepared to apply these to a business or marketing scenario.
**Title:** Online Marketing – Chapter 17

**Slide content:**
- Describe and define online marketing.
- What are the common types of online marketing?
- What are the pros and cons of online marketing?
- Be able to describe if online marketing would be effective or ineffective in a given circumstance.

**Narrator:** Discuss the pros and cons of online marketing: why it does, or does not, work well in a given situation.

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**Slide 10**

**Title:** Global Marketing – Chapter 19

**Slide content:**
- What are the major influences in global marketing?
- What challenges do marketers face in global markets?

**Narrator:** What are some the major factors influencing global or international marketing?

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**Slide 11**

**Title:** Pricing – Chapters 10 and 11

**Slide content:**
- What are the major pricing strategies, and why would you select one over another?
- What is the concept of breakeven, and why is it important to marketing?
- Be able to perform the breakeven calculation.

**Narrator:** Describe the major pricing strategies and why we would select each for a given circumstance. You should know the concept of breakeven and how to perform the calculation.

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**Slide 12**

**Title:** Segmentation – Chapter 7

**Slide content:**
- Describe the concept of segmentation and apply it to a scenario.
- What are the factors we use in segmenting a market?
- Be able to develop a segmentation plan for a given circumstance or product.

**Narrator:** What is the concept of segmentation and why is it important to marketers? What are the various types of factors we use to describe a target group? You must be able to develop a segmentation plan given a marketing scenario.

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**Slide 13**

**Title:** Consumer Behavior – Chapter 5

**Slide content:**
- What are the major influences on consumer and buying behavior?
• Describe each and contrast how each is unique.
• Be able to identify which is being used in a given scenario.
• Which would you use as the marketing manager for a given product?

Narrator: What are the major influences on consumer behavior and the buying process? Be able to identify and describe these. You should also be able to apply them to a given product.

Slide 14

Title: Advertising Strategy – Chapters 14 and 15

Slide content:
• What are the common types of advertising strategies?
• What is message strategy?
• Why are images (photos/graphics) important to advertising?
• Why would you select one type of advertising over another for a given product or target audience?

Narrator: What are the major types of message and advertising strategies? Why would you select one over another for a given product or target audience?

Good luck on the exam and thank you for all your hard work this term.

Slide 15

End of presentation.