

MKTG 3310
15 Key Marketing Concepts

Number	Concept
	Overview
1	Understand the marketing mix (4 P's)
	Strategic Planning
2	Understand segmentation and targeting
	Ethics
3	Understand the framework for ethical decision-making
	Consumer Behavior
4	Understand the consumer decision-making process overview
	Globalization
5	Understand the basic differences between domestic marketing strategy and global marketing strategy
	Segmentation, Targeting and Positioning
6	Understand the steps in the STP process
	Marketing Information Systems/Market Research
7	Understand the differences between primary and secondary research
	Products and Brands, Product Strategy, Services
8	Understand the types of consumer products: convenience, shopping, specialty
9	Key differentiators of products and services/ characteristics of services (4 I's)
	Pricing
10	Understand price elasticity of demand
11	Understand basic pricing strategies: penetration, status quo, skimming
	Distribution
12	Understand basic distribution strategies: intensive selective exclusive
	Promotion
13	Understand why IMC is important/ 4 elements of IMC
14	Understand the communication process
15	Understand the AIDA model