



CLASSROOM MATERIAL FOR MIDTERM

See separate study guide for *Socialnomics*.

Marketing Overview

- Marketing and delivering value
- Types of organizations that use marketing
- Scope of marketing
- Customer value
- Conditions that must be met for marketing to occur
- The marketing concept vs. the selling concept
- The “Scarf of the Tiger”

Strategy

- Strategy—purpose
- Counterintuitive realities
- Strategic objectives
- SWOT analysis
- Market balance

Electronic Commerce

- Considerations in involving suitability for products and services for sale online
- Collaborative filtering
- Basic Internet economics
- The case of Dell Computer
- Reality of online economics and competition
- “Bricks-and-clicks” potential
- Micro-payments—problems, opportunities, and applications
- Search engine optimization
 - Criteria and their relative impact
 - Algorithms
 - Reciprocal linking
- M-commerce

The Marketing Environment

- The marketing environment
- Environmental scanning
- Elements of the environment
 - Social
 - Economic
 - Technological

- Competitive
- Political
- Regulatory

Social Responsibility and Ethics

- Sustainability
- Sponsored fundraising
- Commercial comedy
- Industry-charity partnerships

Secondary Market Research

- Advantages of periodical databases and other secondary market information sources over ordinary web sites
- Boolean operators (AND, AND NOT, OR, W/3)
- NAICS codes and their hierarchical nature (i.e., a longer number of digits refers to a more specific industry)
- Increasing the yield of relevant articles in databases such as Lexis-Nexis
- Reducing the number of irrelevant listings
- “Snow balling”

International Marketing

- Laundry detergent billboard
- International trade
 - Exchange rates—impact and how they are set
 - Influences on exchange rates
 - Nominal vs. purchasing power parity adjusted exchange rates
 - Cautions in interpreting per capita economic figures
- Product standardization, adaptation, and customization
 - Advantages and disadvantages of each approach
 - Product adaptation approaches—communication vs. tangible product adaptation
 - Mandatory vs. discretionary adaptations
- The International Product Life Cycle
- Country of origin effects
- Laws of interest to U.S. firms doing business abroad
- Extra-territoriality