INTRODUCTION TO MARKETING MAR-301-TE

This TECEP® explores key marketing concepts and how they apply to today's business practices. It analyzes essential knowledge and techniques managers need to compete in both large and small, profit and non-profit organizations. Other subjects include: target market selection and the marketing variables (products and services, price, promotion and distribution). (3 s.h.)

- Test format: 74 multiple choice questions (1 point each); 8 short answer questions (2 points each); 2 essay questions (5 points each)
- Passing score: 65% (65/100 points). Your grade will be reported as CR (Credit) or NC (No Credit).
- Time limit: 3 hours

Topics on the test and their approximate distribution

Below are the topics covered by this exam. The percentages indicate how much of the test is made up of questions on that topic. Following each line are links to free and openly-licensed review materials that could help augment your prior knowledge on that topic. These materials have been selected by our subject matter experts and should supplement your understanding of the topics covered in this exam. Make sure, though, to compare what is covered in these materials to what will be covered on the exam—what is important is that you are knowledgeable on the exam topics described below.

1. Using Strategy and Research in Marketing (25%)
   1.1 Universal functions
      Defining Marketing
   1.2 Strategic/tactical planning
      Strategic Planning
      Marketing Strategies & Planning
   1.3 Market research and intelligence
      Gathering & Using Information
   1.4 Market environment and planning
      Environment
   1.5 Pricing
      Pricing 1
      Pricing 2

2. Understanding Consumers: From the Decision Process to Target Market Identification (20%)
   2.1 Consumer behavior
      Consumer Behavior Link
   2.2 Customer satisfaction and loyalty
      Satisfaction, Loyalty & Empowerment
   2.3 Decision process
      Buying-Process Stages
   2.4 Social influence
      Factors that Influence
   2.5 Segmentation, targeting, and position
      Segmenting, Targeting & Positioning
   2.6 Ethics
      Ethics 1
      Ethics 2
3. **Defining Business Marketing** (15%)

   3.1 Business-to-business marketing  
      **B-to-B Marketing**

   3.2 Business buying behavior  
      **Business Buying Behavior**

   3.3 Global marketing  
      **Marketing Globally**

   3.4 Non-profit marketing  
      **Introduction to Non-Profit**

4. **Identifying Products, Services and Channels Utilized in Marketing** (15%)

   4.1 Development of product and services  
      **New Product Development**  
      **Overview of Development**

   4.2 Management of product and services  
      **Managing Existing Products**  
      **Managing New Products**

   4.3 Marketing channels  
      **Marketing Channels 1**  
      **Marketing Channels 2**

   4.4 Supply chains and logistics  
      **Place: Distribution**

5. **Communications** (25%)

   5.1 Direct marketing  
      **Direct Marketing**

   5.2 Integrated marketing  
      **IMC**

   5.3 Personal selling and promotion  
      **Professional Selling**

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**Outcomes assessed on the test**

- Explain contemporary customer-oriented marking strategies
- Identify key aspects of affective consumer and business-to-business marketing
- Outline ways to research, establish, and develop target markets
- Discuss the essential decisions markets make regarding products and services
- Explain the processes used in marketing channels and supply-chain management
- Describe various means for promoting products and services
- Identify common pricing concepts and strategies
Resource Licensing Guide

This is a comprehensive list of the materials used in this test description. We encourage you to explore these resources to make sure that you are familiar with multiple perspectives on the topics above. All of these resources are openly licensed, which means that they are free to be revised, remixed, reused, redistributed, and retained, so long as their unique terms are followed. You can learn more about open licensing here.

<table>
<thead>
<tr>
<th>Title</th>
<th>License</th>
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<tbody>
<tr>
<td>The Saylor Academy's Principles of Marketing</td>
<td>See License</td>
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<tr>
<td>Marketing Principles</td>
<td>CC BY-NC-SA 3.0</td>
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<tr>
<td>Boundless’ Marketing Hub</td>
<td>CC BY-SA 4.0</td>
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<tr>
<td>Lumen Learning’s Principles of Marketing</td>
<td>Various (check pages)</td>
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The following is a relevant article resource:

International Review of Management and Marketing
ISSN: 2146-4405: http://www.econjournals.com/index.php/irmm

Sample questions

Multiple choice: Select the best answer. (1 point each)

1. Which element of the marketing mix includes the distribution of products?
   a. Product
   b. Price
   c. Place
   d. Promotion

2. To be ethically effective, marketing plans must be
   a. honest and truthful
   b. flexible enough to contain differences of opinion
   c. varied according to management responsibility level
   d. substantially different from compliance requirements

3. A(n) __________ is a document that communicates a marketing strategy for an offering.
   a. research paper
   b. market plan
   c. mission statement
   d. annual report

4. In a SWOT analysis, SWOT stands for
   a. strategies, weaknesses, obligations, threats
   b. strengths, weaknesses, opportunities, threats
   c. strengths, work requirements, opportunities, time
   d. strategies, worth, obligations, time
5. Raw data transforms to information when
   a. it is calculated
   b. a manager is aware that it exists
   c. it becomes useful
   d. a manager looks at it

6. Which of the following is true about participating in professional networking websites?
   a. They are frequently used by employers and recruiters.
   b. They are less helpful for mid- and late career professionals.
   c. They are more frequently used by experienced workers.
   d. They are most helpful to people who are currently employed.

7. ________________ are especially useful to marketers.
   a. Age, income, gender
   b. Location, locomotion, liberation
   c. Profitability, reliability, predictability
   d. Proactivity, reactivity, alacrity

8. What term is used to describe when a customer purchases a product with no planning or forethought?
   a. Extended problem solving
   b. Impulse buying
   c. High-involvement purchasing
   d. Evaluation implementation

9. What type of segmentation is the primary starting point for most marketers?
   a. Psychographic
   b. Use-pattern
   c. Demographic
   d. Cultural

10. In the business-to-business buying process, what is the next step after the need is described and quantified?
    a. Searching for potential suppliers
    b. Evaluating proposals
    c. Establishing an order routine
    d. Recognizing a need

11. Which of the following is a skill that could advance career goals in global marketing?
    a. Ability to speak two or more languages
    b. Experience in a single geographical area
    c. Computer literacy
    d. Having a foreign driver’s license
12. When a product is sold in as many outlets as possible a(n) ___________ distribution strategy is being used.
   a. selective
   b. intensive
   c. extreme
   d. exclusive

13. What is a useful way to empower customers?
   a. Ask customers to participate in product design.
   b. Conduct customer feasibility studies.
   c. Refer customers to competitors for quality comparisons.
   d. Give customers free products.

14. Which of the following is a key function of “positioning” in marketing campaigns?
   a. To provide a reason why the customer should buy the product.
   b. To divert the customer’s attention from the product’s flaws.
   c. To override the customer’s previous mindset.
   d. To distract the customer from considering a competitor’s product.

15. A(n) ___________ explains how an offering will be launched.
   a. offering transaction
   b. business document
   c. customer base
   d. communication plan

16. _________ is defined as the variety of marketing communications an organization utilizes.
   a. Promotional mix
   b. Personal selling
   c. Advertising
   d. Publicity

17. Which of the following are social media?
   a. Corporate investor pages
   b. Media release distribution websites
   c. Downloadable company brochures
   d. Public networking websites

18. What is the generally accepted view about using sex and humor themes in cross-cultural marketing campaigns?
   a. Humor and sex themes are acceptable.
   b. Humor and sex themes are encouraged.
   c. Humor and sex themes can be used if they are very mild.
   d. Humor and sex themes are not appropriate.
19. The channel through which communication takes place is known as the
   a. information
   b. medium
   c. communication
   d. transference

**Short answer questions**: Answer in two to four complete sentences. (2 points each)

20. Determine an advantage for using a product life cycle mode.

21. Provide an advantage for using segmentation, targeting, and positioning in developing marketing strategies.

22. Provide one benefit and one drawback of using a viral market channel.

**Essay questions**: Answer in six to eight complete sentences. (5 points each)

23. Describe major differences between strategic and tactical planning.

24. Define micromarketing and discuss its importance in integrated marketing communications programs.

**Answers to sample questions**

1. (c) 2. (a) 3. (b) 4. (b) 5. (c) 6. (a) 7. (a) 8. (b) 9. (c) 10. (a) 11. (a) 12. (b) 13. (a) 14. (a) 15. (d) 16. (a) 17. (d) 18. (d) 19. (b)

20. Using a product life cycle to manage the activities of a product or service allows a company to map out a long-term strategy for more effective planning. Companies can plan for the evolution of price, product features, promotion and placement in a way that is seamless and continuous for both the customer, as well as the firm’s operations.

**Scoring rubric:**

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<th>Score</th>
<th>Response Features</th>
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<tr>
<td>Meets Expectations (2 pts)</td>
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21. Targeting, marketing and positioning provide opportunities to reach a specific market and identify the characteristics of the market. Additionally, positioning can cater to a particular market rather than an entire universe. For instance, products such as Tesla, Porsche and Maserati are positioned to a different market than Ford, Chevy and Buick. This allows a market to develop and deliver personalized messages to different audiences rather than focusing on one message to everybody.

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22. Viral marketing is an advertisement tied to e-mail or another online communication designed to have one person pass on the content to another. Major benefits of such marketing are speed of transmission and the ability of consumers to share with like-minded friends; drawbacks include changes in the marketing message as it is passed from one person to another and the loss of control for the instigating firm as the messaging has the potential to change significantly from its original intent.

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23. All companies plan both strategically as well as tactically. There are four major differences between strategy and tactics in organizational planning: context, scale, rationale and time frame.

In terms of context, strategic planning is largely concerned with overall plan design, while tactics addresses implementation of a plan in practical terms. In the area of scale, strategic planning typically is concerned with a large framework that would affect the organization as whole, while tactics are smaller in scale and more specific in their focus, usually at the department or division level. Strategy explains why an action will take place and its necessity; tactics explain how the end result will be achieved step-by-step. This difference is fundamental to their rationale. Finally, strategy takes place over a long time frame and often it continues for years. Yet, tactics are put into place much more quickly, and are monitored more frequently, often on a daily basis.

Scoring rubric:

Identifies the two planning approaches: strategic planning, tactical planning
Appropriately identifies key planning elements: context, scale, rationale, time frame
Appropriately discusses the differences between the two planning approaches

24. Micromarketing, often called niche marketing, is a marketing strategy that concentrates on a specific customer characteristic in order to achieve a high degree of targeting focus. This characteristic can be demographic or psychographic.

Integrated marketing communications seeks to coordinate marketing efforts across a number of media. This coordination is built on customer commonalities as determined via research methods. In terms of demographics, these commonalities could be geographic location, income bracket, age or education; psychographic categories can be based on lifestyles, such as those categorized in the VALS research methodology. Micromarketing segments are customer building blocks built on such specific commonalities and as such are key components of integrated marketing communications campaigns. The more precise marketing communications can be, i.e., driven by micromarketing, the more effective.

Scoring rubric:

Correctly defines micromarketing and targeting focus, use of demographics/psychographics
Correctly describes IMC and gives specific examples utilizing precision targeting
Explains the importance of micromarketing to IMC: targeting, ability to aggregate consumers