

Study Guide for Exam #3 Monday, May 11 (Chapters 9, 11, 12, 13, 15)

It will be available online from 9 AM to 11:59 PM

Find 90 minutes on that day to take the multiple-choice exam.

Thanks! You're almost there. Ms. B

Types of teams

Self-managed teams

Cohesive teams

Communication sequence (sender and receiver)

Noise during communication

Non verbal communication

What should a company do when responding to a crisis?

Marketing Mix

Market Segmentation

Place utility

Target marketing

Steps in consumer behavior process

4 P's of marketing

Types of market research (primary and secondary)

Focus group

Common forms of market segmentation

Demographic segmentation

Interpersonal determinants of consumer behavior

What included in demographic segmentation

What is frequency marketing?

How are consumer products classified?

Specialty products?

Product mix vs. product line

Unsought products

Stages of the product life cycle

Stages of new product development

What's a trademark?

Brand preference vs. brand insistence

Brand equity

Steps to develop a competitive retail strategy

Intensive distribution, Selective distribution, Exclusive distribution

methods of transportation

Primary demand

Integrated Marketing communication

Sales promotion

Product placement

Guerilla marketing

Sponsorships

Specialty Advertising

Publicity and public relations

Steps in the sales cycle (closing a sale)

Pricing strategies

Psychological pricing

Sales promotion examples

Role of an accountant

Tasks performed by a public accountant

Assets?

Liabilities?

Types of financial statements and purpose of each

Bottom line

Cash flow statement

Balance sheet

Current Ratio