

## A Handy Revision list for Marketing.

NOTE: This only covers a few themes.

7 p's of Marketing (The marketing mix).

- Product
- Price
- Promotion
- Place
- People
- Process
- Physical Evidence.

Main Methods of Promotion

1. Advertising
2. Direct Marketing
3. Sales Promotion
4. Public Relations
5. Personal Selling
6. Servicing
7. Monitoring.

Six Stages of Market Research.

1. Identifying the missing information
2. Determining data needs and sources
3. Research design
4. Design of sample size and characteristics
5. Data Collection
6. Tabulation and Analysis

The Five Applications of Market Research

1. To undertake Quantitative Sales Analysis
2. To undertake competitor intelligence
3. To carry out feasibility tests for new product trials
4. To undertake Qualitative research
5. To understand buying behaviour (demographics and psychographics).

The four methods of Market Research

1. Historical
2. Reactive (questionnaires)
3. Non-reactive (observation)
4. Focus Groups

The Five steps of New Product Development

1. Objectives and strategies for new products
2. Idea generating and processing
3. New product design
4. Testing
5. Commercialisation (launch)

