**Commerce and Marketing BA**

**Marketing strategies specialization**

**Final exam topics**

* Basic definitions of marketing. Types of corporate marketing orientations. Customer value and customer satisfaction.
* Correlation of customer value and customer satisfaction.
* Definition of marketing research, its types and process. Elements of the research plan. Secondary and primary information. Sampling methods. Quantitative and qualitative methods.
* Buyer Behaviour Model. Factors influencing buyer behaviour. Buying decision process. Types of buying decisions.
* Process and steps of marketing planning.
* Marketing strategy. STEEP-analysis, SWOT-analysis, BCG matrix, Ansoff matrix.
* Undifferentiated and differentiated marketing. Process and steps of STP marketing: segmentation, targeting, positioning.
* Definition and types of product life-cycle. Marketing strategies in the different cycles of PLC.
* Three and five levels of a product. Branding strategies. New evolution stages of brand building. Role of packaging in marketing.
* Service as a special commodity. Characteristics, special fields of service marketing. 7P of services.
* Strategic fields of price policy, presenting price strategies. Steps of setting prices, price adaptation.
* Functions of the marketing channel, channel types, types of intermediaries and commercial functions. Motivators, barriers and forms of international market entry.
* Elements of marketing communication mix. Steps of creating a communication plan. Characteristics of media types. Adveritisng/Media pie. Planning an advertising campaign, budgeting. Apllicítion of 5M model.

Debrecen, 2021. 10. 08. Dr. Szakály Zoltán

szakvezető