

Marketing Analysis and Decisions (MKTG 551)

This exam tests the student's mastery of marketing terminology and fundamental concepts of the field, familiarity with marketing tools, and ability to apply this knowledge to the analysis of marketing situations. Topics may include:

- (1) How consumer value is created by marketing activities
- (2) The key conceptual frameworks used to analyze marketing activities
 - Role & responsibilities of the marketing function within the firm
 - Consumer decision processes
 - Market research techniques
 - Segmentation, targeting, positioning
 - Marketing mix
 - Ethical responsibilities of marketers
- (3) Approaches of analyzing marketing data, performing marketing arithmetic, and calculating financial ratios to evaluate marketing decisions
 - Break-even analysis
 - Computation of margin
 - Expectancy-value approaches
 - Demand elasticity
 - The lifetime value of a customer
 - Demand forecasting

References:

Marketing Management by Kotler and Keller, Prentice Hall, the latest edition
Market-based Management by Best, Prentice Hall, the latest edition
A Note on Low Tech Marketing Math by Robert Dolan (HBS #9-599-011)

Format: Multiple choice and written case analysis (essay)