

COR1-GB.2310 Marketing Topic List

- Developing a marketing strategy
- Strategy over the product life cycle
- Market definition, competitor analysis
- Consumer behavior; organizational buying behavior
- Market segmentation
- Product positioning
- Branding & brand equity
- New product development
- Pricing & behavioral pricing
- Communications & advertising
- Promotion
- Channels of distribution, direct marketing, personal selling
- Customer relationship management & determining the value of a customer to firm
- Basic quantitative analysis for marketing
- Market research
- International marketing