

Name:

The Marketing Mix: Promotion

1. What term is often used interchangeably with "Promotion" (the last of the 4P's) and why is this term used?

2. What is the purpose or goal of promotion?

3. While marketing communication and promotion tools are similar and are used in similar ways, what factor is unique to each?

4. Why is designing the right product (Product) for your customers' needs/wants, pricing it to maximize demand (Price), and getting it to where buyers will want it (Place), not enough to ensure successful marketing?

5. What three marketing objectives do promotions strive for? NOTE: Please be careful -- these are clearly identified in the video, but let's not use the "Convince buyers of quality", "Repeat purchases", and "Buying decisions" at 2:46 in this video -- a little later, objectives are more clearly stated)
 - A.

 - B.

 - C.

6. What are the 2 main tasks of market-oriented managers?

A.

B.

7. Why do today's businesses focus on keeping current customers buying products/services?

8. While we will review the sales process later this semester, what three things does this video identify as being important to being an effective salesperson?

A.

B.

C.