

Project Report

University of Michigan
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Okay, aspiring marketers! Welcome to Marketing 101. These study materials will equip you with foundational knowledge in key areas, illustrated with real-world examples. Let's dive in! --- ## Marketing 101: Core Concepts & Strategies ### Table of Contents: 1. "Introduction to Marketing" 2. "The 4 Ps of Marketing (The Marketing Mix)" * Product * Price * Place * Promotion 3. "Consumer Behavior" * Why it Matters * Factors Influencing Consumer Decisions * The Buying Decision Process 4. "Market Segmentation, Targeting, & Positioning (STP)" * Market Segmentation * Targeting * Positioning 5. "Digital Marketing Strategies" * Search Engine Optimization (SEO) * Search Engine Marketing (SEM) / Pay-Per-Click (PPC) * Social Media Marketing (SMM) * Content Marketing * Email Marketing * Influencer Marketing * Affiliate Marketing * Marketing Automation ... ### 1

Marketing The Core Study Guide

Jatin Verma



Marketing The Core Study Guide:

Marketing Briefs: A Revision and Study Guide Sally Dibb, 2012-08-21 Complementing Dibb and Simkin's established reputation in their field, this text presents a punchy overview of the leading 50 themes of marketing, each concisely summarized for revision purposes or quick learning. While appealing primarily to students undertaking marketing exams, many practitioners will also find this glossary of current marketing hard to resist. The title builds on the earlier works of Dibb and Simkin whose Houghton Mifflin text *Marketing Concepts and Strategies* is the current business school market leading text in the United Kingdom while their Thomson Learning text *The Marketing Casebook Cases and Concepts* has just been revised and is the most widely used marketing casebook. From understanding customers branding and positioning relationship marketing social responsibility through to value based marketing and one to one marketing, this book covers all the issues the modern marketer must address. The text itself is organized into short structured chapters: the Briefs, each including Core definitions, A bulleted key point overview, Thorough yet concise explanation of the concept and primary issues, Illustrative examples, A selection of examination style case essay and applied questions, Recommended further reading and sources. Together these offer a rounded, concise and topical appreciation of each theme within a clear and accessible framework designed to aid revision. Also included are revision tips and golden rules for tackling examinations, specimen examination papers with answer schemes and a full glossary of key marketing terms.

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