

# Introduction to Marketing

## Part 1: Content Review

### Matching

1. J. marketing mix
2. C. consumer
3. D. channel
4. B. business-to-business (B2B) market
5. H. market
6. I. marketing
7. A. business-to-consumer (B2C) market
8. G. idea
9. E. channel management
10. F. good

### Completion

1. customer satisfaction
2. marketing professional
3. need
4. product
5. want
6. profit
7. pricing
8. utility
9. Promotion
10. service

### True or False

1. False. A want is something that a person desires, but could live without, such as a new cell phone or a vacation.

2. True.
3. False. The marketing concept is an approach to business that focuses on satisfying customer needs and wants while achieving profit goals for the company.
4. False. The three elements of the marketing concept are customer satisfaction, total company approach, and profit.
5. True.

## Part 2: Concept Review

### Marketing Concept

1. Student answers will vary.
2. A.
  1. Student answers will vary.
  2. Student answers will vary.
  3. Student answers will vary.B.
  1. Student answers will vary.
  2. Student answers will vary.
  3. Student answers will vary.C. Student answers will vary.
3. Student answers will vary.
4. Student answers will vary.
5. Student answers will vary.

### Marketing Mix

1. A. Increasing.  
B. Student answers will vary.  
C. Student answers will vary.  
D. Student answers will vary.  
E. Student answers will vary.
2. A. Increasing.  
B. Student answers will vary.  
C. Student answers will vary.  
D. Student answers will vary.  
E. Student answers will vary.
3. A. Decreasing.  
B. Student answers will vary.  
C. Student answers will vary.  
D. Student answers will vary.  
E. Student answers will vary.

## Functions of Marketing

1. Student answers will vary.
2. Student answers will vary.
3. Student answers will vary.
4. Student answers will vary.
5. Student answers will vary.
6. Student answers will vary.
7. Student answers will vary.
8. Student answers will vary, but may include: In a small company, these functions might be performed by one or two people. In a large corporation, each function might have its own department.
9. Student answers will vary.
10. Student answers will vary.

## Part 3: Marketing Math

### Graphs

*Sales* are student answers.

Cell Phone Sales			
Month	Sales (\$)	Month	Sales (\$)
January	289,000	July	310,000
February	329,000	August	352,000
March	304,000	September	375,000
April	307,000	October	294,000
May	321,000	November	449,000
June	389,000	December	453,000

1. December
2. January
3. \$164,000
4. Student answers will vary.
5. Student answers will vary.

## Part 4: Be Your Own Leader

### Leadership Skills

1. A. Leader 1: Student answers will vary.  
B. Explanation: Student answers will vary.  
C. Leader 2: Student answers will vary.  
D. Explanation: Student answers will vary.

2. A. Your list

1. Student answers will vary.
2. Student answers will vary.
3. Student answers will vary.
4. Student answers will vary.
5. Student answers will vary.
6. Student answers will vary.
7. Student answers will vary.
8. Student answers will vary.
9. Student answers will vary.
10. Student answers will vary.

C. Student answers will vary.

3. Student answers will vary.

B. Interviewee's list

1. Student answers will vary.
2. Student answers will vary.
3. Student answers will vary.
4. Student answers will vary.
5. Student answers will vary.
6. Student answers will vary.
7. Student answers will vary.
8. Student answers will vary.
9. Student answers will vary.
10. Student answers will vary.