Master Program in Marketing – Exam Questions

1. Process of marketing research, analyzing information databases;
2. Theodore Levitt’s Marketing Myopia
3. Development of Marketing Mix
4. Marketing communications and approaches (selecting channels, electronic marketing channels, distribution)
5. Influencing factors on consumer behavior, consumer behavior model
6. What is price? Composition of price – target, equal, surface, analysis, psychological, geographical price compositions
7. Characteristics of market segmentation, positioning, targeting
8. Developing employee values, customer loyalty
9. Stages of market research
10. Five forces model of Porter, researching strengthes of the company
11. Researching the supply chain (discussing integration, analysis of supply chain)
12. Entry strategies in foreign or international market
13. Value and the meaning of a brand based on customer values and loyalty
14. Brand positioning (industry analysis, competition, market decisions)
15. Brand customer values, auditing strategies for growth
16. Creating secondary association of the brand (identification, reputation and image)
17. Communication strategies for services, marketing communication mix
18. Determining and classification of additional services
19. How to attract a customer by visual side of the product
20. Importance of Public Relations in marketing process

Recommended Literature:

1. მაკროეკონომიკის საფუძვლები, Karl E. Case, Ray C. Fair, Prentice Hall, 2008
2. Strategic Brand Management: building, measuring, and managing, brand equity. Kevin Lane Keller. Pearsone publishing house. 2010
3. Philip Kotler, Mairead Brady, Malcolm Goodman, Torbsen Hansen “Marketing Management” 2010
4. Strategic Marketing Problems. Roger A. Kerin, Robert A. Peterson. Publisher: Prentice Hall. Copyright: 2009. Format: Paper; 655 pp. Published: 2010.
5. Muhlbacher, H., Dahringer, L, and Leihs, H. (2006), ***International Marketing***, 3rd edition, International Thomson Business Press, London
6. Principles of Service Marketing and Management, Christopher H. Lovelock, Lauren K. Wright, Prentice Hall, 1999