



## STUDY CHECKLIST FOR FINAL

Thursday, December 7, 2:00-3:45 p.m.  
Location: Edison Auditorium (HOH EDI)

If you have (1) a final whose scheduled time conflicts with this final, (2) a total of three or more finals on the day of this final, or (3) other compelling circumstances requiring a makeup final, please come to my office to discuss your situation, bringing appropriate documentation. University regulations provide that a makeup exam cannot be given advance of the regularly scheduled exam and that no student may be exempt from the final.

### Shaded material is from the text.

Please see the [separate study guide](#) for chapters 4-6 and the epilogue of *Contagious*.

#### Cumulative material

- Customer value
- The product-service continuum
- Benefits of intermediaries
  - Tasks performed (discrepancies addressed)
  - Sources of efficiency and cost reduction
- Considerations in determining suitability for products and services for sale online
- Firm level factors affecting online sales potential
- Relative costs in selling online, in retail settings, and combined mode
- Profitability of online firms in markets where costs of selling online are lower
- Collaborative filtering
- Basic Internet economics
- Micro-payments—problems, opportunities, and applications

#### Consumer Behavior and Organizational Buyers

- Consumer problems, recognition, and solutions
- Consumer decision stages—theory and reality
- Approaches to alternative identification (solution search)—internal vs. external search
- Universal, retrieved, and evoked (consideration) sets
- Level of involvement and decision

#### characteristics

- Duration of involvement
- Magnitude of involvement
- Manifestations of involvement
- Compensatory vs. non-compensatory decision strategies
- Heuristics
- Tippability
- Consumer information processing
- Associative network of knowledge
- Attitudes—dynamics and components
- Belief generation
- Positioning
- Attitude change strategies
- One-sided vs. two-sided appeals
- The Means-End chain
- Subliminal messages
- Procedural knowledge and its implications
- Organizational buyers
  - Types
  - Characteristics
  - Purchase types
- Psychological factors in consumer decision making
  - Perception
  - Learning
- Social influences on decision making
  - Family
  - Reference groups
- Derived demand

## International Marketing

- Product standardization, adaptation, and customization
  - Advantages and disadvantages of each approach
  - Mandatory vs. discretionary adaptations
- Country of origin effects
- Laws of interest to U.S. firms doing business abroad
- Extra-territoriality
- Purchasing power parity (PPP)
- Chinese regulations on auto sales and purchases
- Social Media: China vs. Brazil

## Market Research

- Primary research
- Primary Research Methods— characteristics, advantages, and disadvantages of each
  - Surveys
    - Open vs. closed-ended
    - Continuum vs. binary answer scales
    - Forms
    - Problem questions
    - Conditional branching
  - Experimentation
  - Taste tests and the “triangle test”
  - Observation
  - Focus groups
  - In-depth interviews
  - Projective techniques
  - Physiological measures
  - Scanner data
  - Conjoint analysis
  - Sentiment analysis
- Appropriate methods for answering different types of questions
- Confounds
- Movie studios and Google Analytics
- Market research through social media

## Segmentation, Targeting, and Positioning

- Segmentation
  - Bases
  - Variables, levels, and segments
  - MOSAIC segments (general idea)
- Dynamic pricing
- Targeting
  - Process
  - Approaches
- Positioning

- Criteria for segment attractiveness
- Micromarketing
- Value proposition
- Perceptual mapping (You will *not* be asked to list each specific step but you should understand the idea and its applications).

## Marketing MIX II: Putting It All Together

- Product
  - Types of innovations
  - Diffusion of innovation case studies: Credit cards, ATM cards, hybrid corn, and fax machines
  - Diffusion phenomena
    - Observability
    - Trialability
    - Imitation
    - Chicken-and-egg problems
    - Network economies
- Distribution
  - Distribution intensity/selectivity
  - Parallel distribution structures (multi-channel marketing)
  - Diversion
  - Trends in retailing
- Price
  - Legal issues in pricing
  - Price introductory effects
  - Consumer price awareness
  - Reference prices
    - Types
    - Implications
  - Promotion signal
  - Odd-even pricing
  - Category management
- ~~Promotion~~
  - ~~Promotional objectives~~
    - ~~In general~~
    - ~~Across the Product Life Cycle (PLC)~~
  - ~~Advertising strategies~~

As indicated on the syllabus, the exam will consist of 65 multiple choice questions.