**Chapter Notes: Marketing Concepts**

Read the second section, Marketing Concepts (pages 238 – 245), in your textbook , and answer the following questions.

1. List and describe the four P’s of marketing that product concept marketers are responsible for and the two C’s of marketing examined by market concept marketers.

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| **List 4 P’s** | **Describe 4 P’s** |
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| **List 2 C’s** | **Describe 4 Ps** |
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1. Explain the importance of the following in good produce and service development.

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| Quality |  |
| Design |  |
| Features |  |
| Benefits |  |
| Product/Service Mix |  |

1. Explain the importance of price to the marketing mix.
2. What is a channel of distribution?
3. Describe each of the channels of distribution.

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| **Channels of Distribution** | **Definition** |
| ***Direct Channels*** |  |
| ***Indirect Channels*** |  |
| Importers |  |
| Wholesalers |  |
| Retailers |  |
| ***Specialty Channels*** |  |
| Vending Machines |  |
| Telemarketing |  |
| Catalogues |  |
| E-commerce |  |

1. List and describe the five types of sales promotions.
2. What is the competitive market?
3. Explain the difference between market share and market distribution.
4. Explain two ways a company can increase its market share.
5. What is the different between indirect and direct competition.
6. What are demographics? What do businesses use demographics?
7. List and describe five types of demographics.