

## **Exam Title: 8827130 MARKETING MANAGEMENT**

### **Courses Assessed by this Exam: Marketing Management**

#### **Key Vocabulary:**

Advertising agency, Advertising space, Architectural arrangement, Benefits, Bonus, Business plan, Closed arrangement, Consumer, Cost effectiveness, Credit card, Cultural different, Dating term, Display, Display arrangement, Global marketing, Horizontal management style, Housekeeping, Human resources, Inventory, Loss lead pricing, Marketing benefit, Marketing plan, Marketing technique, Media, Merchandising, Motivational strategy, Non-salaried employee, Odd-even pricing, Operational plan, Orientation, Personal characteristics, Point-of-purchase, Profit, Promotion plan, Promotional campaign, Promotional pricing, Purchase order, Purchasing method, Quota, Rebate, Retail price, Retail value, Revenue, Safety procedure, Salaried employee, Sales floor, Shift manager, Slow economy, Special event pricing, Stock, Stock-keeping, SWOT analysis, Tangible, Theft prevention, Transaction, Vertical management style, Yield

#### **Student Tasks:**

Students should be able to:

- Analyze real-world scenarios for safety procedures
- Calculate retail price
- Compute average dollar per transaction
- Evaluate cost effectiveness
- Identify methods of manual checking
- Identify training procedures
- Know benefits of marketing
- Know characteristics of entrepreneurs
- Know management styles
- Know the differences between vertical and horizontal management
- Know types of display arrangements
- Know types of plan analysis
- Make decisions based on types of economies
- Read and analyze purchase orders
- Understand cultural differences
- Understand global marketing
- Understand managerial approaches and apply to real-world situations
- Understand marketing techniques
- Understand marketing trends
- Understand methods of purchasing
- Understand principles of employee orientation
- Understand principles of employee training
- Understand principles of promotion
- Understand psychological pricing strategies
- Understand tangible rewards and how they work