

Outline of Topics in Marketing for the Comprehensive Exam

Explanation of all the topics is available in **Marketing Management: A South Asian Perspective, Kotler**

1. Marketing Strategies and Plans
2. Core Competencies
3. Corporate mission and SWOT analysis
4. Value Delivery Process
5. Marketing Research Process
6. Forecasting and Demand Measurement
7. Building Customer Value, Satisfaction, and Loyalty
8. Maximizing Customer Lifetime Value
9. Customer Databases and Database Marketing
10. Analyzing Consumer Markets
11. Factors influencing consumer Behavior
12. The Buying Decision Process: The Five-Stage Model
13. Customer Value Analysis
14. Marketing Segmentation and Targeting and Positioning
15. Creating and Measuring and Managing Brand Equity
16. Devising a Branding Strategy
17. Competitive Dynamics
18. Product and Brand Relationships
19. Designing and Managing Services
20. Managing Service Quality
21. Developing Pricing Strategies and Programs
22. Marketing Channels and Value Networks
23. Channel-Design Decisions
24. Managing Retailing, Wholesaling, and Logistics
25. Managing the Integrated Marketing Communications
26. Advertising and Promotion
27. New product development process
28. Strategies to enter Global Markets
29. Marketing Programs in the international program
30. Internal Marketing