Unit 2 Marketing

REVIEW

1. What does Marketing mean and do?

2. What is the key to a successful hospitality and tourism industry and how could this be done?

3. What is the goal of Marketing?

4. How can a business go out of business?

5. List the five questions that need to be asked in order to make an effective plan.

6. The H&T industry must be flexible when designing and implementing marketing strategies, what are the reasons for this?

7. What is Market segmentation and Target Group?

8. The market can be divided, or segmented, into 7 areas. Name these areas and give a brief explanation. Know all about the psychographics, demographics, and geographics.

9. What are the advantages and disadvantages of segmentation?

10. What is the marketing mix? Draw the diagram.

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11. Name the 4 P’s in the marketing mix and gives a brief explanation for each. Make sure to include a question ask for each one.

12. Once you have a well-defined marketing mix, try "testing" the overall offer from the customer's perspective, by asking customer focused questions: what are these questions?

13. What is the main goal of advertising?

14. How is an effective advertisement created?

15. List the types of advertisements and give an example of each.

16. Electronic advertising is referred to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

17. World Wide Web is global; the electronic aspect of advertising allows organizations to advertise globally at a lower cost than conventional advertising. Why is the Electronic advertising popular?

18. What are the two types of Broadcast Media?

19. Radio is quite easily segmented based on demographics. Why?

20. Name the type of advertisements





21. An interesting and newer form of advertising is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

22. IMC stands for\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

23. What are the two most popular means of communication?

24. What are different types of sale support?

25. Where are points of sales promotions found? Give three examples.

26. \_\_\_\_\_\_\_\_\_\_\_\_\_ describes the methods used to create a positive image. Give some examples.

27. Define the term Trend.

28. Name and explain the two types of trends

29. List the benefits and limitations of technology.

30. Define tangible and intangible.