

## Study Guide: Standard 2 Test

- Differences between disposable & discretionary income and which would be most important to what types of businesses
- How to figure a percent of something
- What SWOT stands for and what it is used for. Also know how to determine whether something is a strength, weakness, opportunity, or threat
- What can affect a company's marketing efforts?
- Know the 4 types of market segmentation
- If given a scenario, know how to pull out different types of market segment characteristics (demographics, geographics, psychographics, and behavioral)
- Examples of B2B and B2C marketing
- What kind of market segmentation census.gov is
- What kind of questions to ask to determine a target market, or if given an advertisement, be able to tell what the market is.
- Know the vocabulary for this unit and from previous; including Marketing Planning Function.
- How would you market denim jeans differently to teen girls and boys? Teens and adults?

