

The Marketing Function

Guided Notes

This tool is designed to help you actively engage with course material before, during, and after class. They're not about taking perfect notes. They help you process information and remember so that you can later apply your knowledge and build on it.

Before Class: Use the 4R Method

1. **Read:** Select a manageable section of your assigned reading. Depending on your personal preference, this could be one page, one set of Learn It pages, or one topic within the Study Plan.
2. **Recall:** Without referring to the reading, write key terms and concepts in your own words. It's ok to leave blank spaces.
3. **Review:** Return to your reading, compare your notes, and add any missing information.
4. **Repeat:** Continue the process for each subsequent section until you have read, digested, and taken notes on all your assigned reading.

During Class: Bring your notes to every class session

- Add insights from lectures and discussions
- Note connections to business examples
- Ask questions about concepts that need clarification

After Class: Revisit and Reflect

- Spend a few minutes reviewing your notes after class while it's still fresh.
- Summarize main takeaways in your own words to strengthen your understanding.

The Role of Customers

Key Concept

Marketing is a set of activities related to: _____

Marketing Strategy

Describe Different Company Orientations

- Marketing concept: _____
- Product concept: _____
- Sales concept: _____
- Production concept: _____

Value

Define key terms:

- Value: _____
- Substitute: _____
- Differentiation: _____
- Competitive advantage: _____

What is a business' value proposition? _____

A value proposition needs to be:

1. _____
2. _____
3. _____

Customer Relationship Management

Describe the stages of the customer relationship:

1. Meeting and Getting Acquainted: _____
2. Providing a Satisfying Experience: _____
3. Sustain a Committed Relationship: _____

Purchasing Decision

Factors influencing the purchasing decision:

- Situational: _____
- Personal: _____
- Psychological: _____
- Social: _____

Steps in the consumer decision-making process:

1. _____
2. _____
3. _____
4. _____
5. _____

Think About It: How can strong customer relationships create competitive advantage?

Remaining questions:

Segmentation and Targeting

Market Segmentation Approaches

Type	Features	Example
Geographic		
Demographic		
Psychographic		
Behavioral		

Marketing Research Process

1. _____
2. _____
3. _____
4. _____
5. _____

Think About It: Why is it important to validate your target market through research?

Remaining questions:

The Marketing Mix

The 4 Ps

- Product: _____
- Price: _____
- Place: _____
- Promotion: _____

Apply the 4 Ps to a product you frequently use:

Product Name: _____

- Product features: _____
- Price strategy: _____
- Place (distribution): _____
- Promotion methods: _____

Think About It: How do the 4 Ps work together to create an effective marketing strategy?

Remaining questions:

Career Connection: Networking

Networking Sources

List 3 from each category:

At school:

1. _____
2. _____
3. _____

At work:

1. _____
2. _____
3. _____

Online:

1. _____
2. _____
3. _____

Think About It: How can you make your networking efforts more effective?

Remaining questions:

Key Takeaways

Summarize the three most important things you learned in this module:

1.

2.

3.
