

List of issues for the undergraduate diploma exam

Marketing specialty

- 1 The concept of marketing and the objectives and areas of its application.
2. Objectives and methods of analyzing the marketing environment of an organization.
3. Components of the marketing mix and the relationship between them.
4. The rationale for choosing a marketing strategy.
5. competition - threat or challenge?
6. basic strategies for obtaining competitive advantage.
7. Market segmentation - objectives, criteria and procedures.
8. Determinants of consumer behavior.
9. decision-making process - phases and types.
10. Effectiveness of marketing - its meaning, evaluation and indicators.
11. the idea of controlling in marketing.
12. Assessment of the company's market position.
13. consumer value.
14. Basic ways of organizing marketing activities.
15. service as a product.
16. marketing of services vs. marketing of tangible products.
17. Product in technical-structural and marketing aspects.
18. Product life cycle in the market - marketing activities in the various phases].
19. Approaches in the process of pricing.
20. Objectives and criteria for price differentiation.
21. pricing strategies.
22. Distribution - functions, strategies and structure of marketing channels.
23. Importance of marketing communication and its tools.
24. Advertising - concept, functions and planning an advertising campaign.
25. Effectiveness and efficiency of promotion.
26. Image of the organization - meaning and formation.
27. Direct marketing - essence and tools.

28. Place marketing - meaning and instruments. 29. Packaging and its importance in marketing activities.

30. brand - essence and formation.