

List of issues for the master's diploma exam

Marketing specialty

- 1 The marketing concept of organization development.
2. Structure and formulation of marketing strategy.
3. The essence and role of portfolio methods in the analysis of the environment.
4. The importance of strategies resulting from product-market relations ("Ansoff's window").
5. Stages of development of marketing and factors of growth of its importance.
6. institutional market - decision-making process and supplier-buyer relations.
7. Evolution from a market-driven company to a market-driven company.
8. New trends in marketing management.
9. Psychographic segmentation of the market.
10. Models of consumer behavior in the market.
11. Profile of the modern consumer.
12. Principles and procedures of controlling in marketing.
13. new economy and marketing.
14. relationship marketing in modern organizations.
15. CRM system in a modern company.
16. ECR as a method of operation in the market.
17. marketing manager in the company of the future.
18. strategic customers.
19. Customer capital as an element of company value.
20. The idea and implementation of lateral marketing.
21. the usefulness of the strategic scorecard.
22. Application and instruments of political marketing.
23. Internet marketing - principles, forms, advantages and limitations.
24. modern distribution systems.
25. The importance of value-added marketing logistics.
26. new instruments of promotion.

27. determination of the marketing budget.
28. marketing as a scientific discipline.
29. sub-disciplines of marketing.
30. globalization and marketing.
31. Usefulness of marketing for society, for entrepreneurs and consumers.