

Checklist

What I need to know-3.1



Understand,



Not sure, need to check,
revise



Need to

Topic	What I need to know			
Marketing	What are the 4P's			
	Be able to indentify which of the 4P's is most important			
Market Research	How to collect primary and secondary research			
	Difference between quantitative and qualitative research			
	Different ways to choose a sample			
Product trial and repeat purchase	How to encourage product trial and repeat purchase			
Product life cycle	What is the product life cycle and its different stages			
	Identify different extension strategies.			
	Understand what a product portfolio/ product mix is			
	What is meant by the Boston Matrix and its four sections			
Branding	Importance of brands			
	How to differentiate a product			
4P's	Promotion - different methods a business can use			
	Price - understand the different pricing strategies			
	Place - understand the channels of distribution			

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