

## MKT 316 Midterm 1 Things to Consider

### Reminders:

1. Turn in your promotional plan before the test. Remember you are trying to reach 40% awareness and *you must maintain a minimum of \$3.50/cup and a maximum of 20 servers.*
2. Bring a pencil and a calculator (**one will not be provided and you cannot use your phone**). You are allowed a 3x5 notecard with as much information as you can fit on it (formulas, notes, etc.)
3. All slides and chapters are on the course [website](#). Download them. Read them. Know them. There are basic exam questions that will give you an idea of some of what could be on the test. There are also practice questions in the chapters and slides so you can familiarize yourself with the formulas.

### Things to Consider\*:

1. What is the relationship between investment and profit?
2. What are the different philosophies of competition? Which one should marketers follow? What are the key components of this main philosophy?
3. The traditional and modern perspectives of advertising?
4. What is the relationship between the marketing mix and customer demand/value? How do these elements contribute to customer value? Modern marketing mix?
5. What are the different types of rates of return? What is their relationship to marketing investment? How are the types of return similar and/or different?
6. Building awareness: how do we do it? How do we measure it?
7. What formulas have been discussed in class, and how are they applied?
8. BizCafe basics

*\* These thoughts are by no means exhaustive, but are provided to give you a way to direct your studying. These are general ideas you will be expected to know the details about.*