Understand the AMA definition of Marketing?

What does marketing entail?

What are the core aspects of marketing?

What is the marketing mix?

What is value? How is it defined and by who?

What is marketing strategy?

What are customer, operational, and locational excellence?

What is a marketing plan? What are the steps in the marketing plan?

What is STP?

What is a swot analysis used for?

What are the BCG matrix and product/services growth strategies?

What is conscious marketing?

Who are the stakeholders in conscious marketing?

How does a firm integrate conscious marketing throughout a firm?

What are ethics?

What is the triple bottom line?

What is corporate social responsibility?

What comprises the immediate environment when conducting a marketing environment analysis?

What are the six macroenviromental factors?

What are demographics and what are examples of demographics? What are they used for?