1. Define Promotion
2. Define Competitive advantage
3. What is Public Relations
4. Elements of the promotional mix
5. Define Advertising
6. Define Public Relations
7. Define Sales Promotions
8. Define Personal Selling
9. Major categories of communications and the communication process
10. Tasks of promotions
11. What does AIDA stand for
12. Understand what promotions are best for routine, limited and extensive purchases
13. What is publicity?
14. Steps in the advertising campaign design process
15. What is an advertising appeal
	1. Demonstration
	2. Fantasy
	3. Product symbol
	4. Spokesperson
	5. Fear
	6. Sex
16. Advantages and disadvantages of: TV, Radio, Billboards, Newspaper, Magazines, Alternative
17. Media schedules
18. Point of sale promotions
19. Relationship selling vs. traditional selling
20. Steps in the sales process
21. Use of trade shoes, conventions, conferences
22. Price is best described as…
23. Define revenue
24. Factors making it difficult for marketing managers to set prices
25. Profit objective pricing
26. Sales objective pricing
27. Demand
28. Supply
29. Elasticity of demand
30. Off pricing, prestige pricing, reference pricing, low cost provider pricing
31. Customer-centric focus
32. Data search
33. Relationship-based interactions
34. Data mining
35. LTV (lifetime value)
36. First step in a social media campaign
37. Social media metrics
38. Location based social sites
39. Components of a social media plan
40. Web widget
41. Traits of a successful salesforce