

THE TOPICS FOR THE PHD ENTRANCE EXAM, MARKETING FIELD

SEPTEMBER 2019

Cap.1. Marketing

1.1. Product policy

1.1.1. The product concept in the marketing view

1.1.2. Attributes and decision fields in the product policy

1.1.3. Product line: length, extension and completion of product line, product range

1.1.4. Products life cycle. Renewal of the product life cycle.

1.1.5. New product concept: improving existing products, reasons for not accepting new products

1.1.6. Product portfolio: Boston Consulting Group 1 + 2 matrix, General Electric – McKinsey matrix: PIMS model, Michael Porter's model.

1.1.7. Product strategies

1.2. Pricing policy

1.2.1. Price in contemporary economy

1.2.2. Ways to approach prices.

1.2.3. Price and competition

1.2.4. Prices on different types of markets

1.2.5. Pricing strategies

1.3. Distribution policy

1.3.1. Content, role and functions of distribution

1.3.2. Distribution channels: size, channel categories

1.3.3. Organization of distribution channels: vertical marketing systems (VMS), horizontal marketing systems, hybrid marketing systems

1.3.4. Physical distribution (logistics of goods): content, role, structure (order processing, goods warehousing, transport)

1.3.5. Marketing mix of distribution

1.4. Promotion and communication policy

1.4.1. Content, objectives and types of promotional policy

1.4.2. Promotion mix: publicity (advertising and advertising campaign, free of charge publicity); sales promotion (price reduction, grouped sales, promotion at point of sale, promotion contests, merchandising, promotion gifts), use of brands with promotion role, public relations, promotional events, sponsorship, sales force and their role in the process of promoting and communicating with the market, direct marketing and personal promotion.

1.4.3. Promotional strategies

Cap.2. MARKETING RESEARCH

2.1. Qualitative marketing research

2.1.1. Content and scope of qualitative research

- 2.1.2. Methods of qualitative research
 - exploratory methods
 - qualitative methods based on individual techniques
 - qualitative methods based on group techniques
 - projective methods
 - observation method
- 2.1.3. Content analysis
- 2.2. Measurement in marketing research
 - 2.2.1. The concepts of the measurement process
 - 2.2.2. Scale types:
 - nominal scale
 - ordinal scale
 - interval scale
 - proportional scale
 - 2.2.3. Requirements regarding choosing the type of scale
- 2.3. The questionnaire
 - 2.3.1. Drafting the questionnaire
 - 2.3.2 Rules regarding asking questions in a questionnaire
 - 2.3.3. The order of questions placement in a questionnaire, the questionnaire type.
 - 2.3.4. The links between questions.
- 2.4. Sampling
 - 2.4.1. Stages of the sampling process
 - 2.4.2. Sampling methods
 - probabilistic methods
 - unprobabilistic methods
 - 2.4.3. Choosing the sampling method
 - 2.4.4 Errors of surveys
 - 2.4.5. Estimating the population's parameters
 - estimating the average
 - estimating the percentage
 - 2.4.6. Determining the sample size in case of an average estimation and in case of an percentage estimation.

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