

Marketing		Green	Orange	Red
1	Define the following terms - Marketing concept, Marketing Strategy, Marketing plan			
2	Explain the elements of a marketing plan			
3	Define the following terms Market segmentation, Target market, Niche market and Product Positioning			
4	Explain the term Marketing mix			
5	Outline the element of Product			
7	Draw the product life cycle			
8	Define the term Brand and give the advantage and disadvantage of branding and own brands			
9	Explain how to extend the life cycle of a product			
10	Explain the element price			
11	Describe different pricing strategies			
12	Explain the term Place			
13	Illustrate the Channels of distribution and the advantage and disadvantage of each			
14	Explain the factors affecting choosing a channel of distribution			
15	Explain the factors affecting choosing the price of a product			
16	Explain the element of promotion			
17	Outline the different promotion strategies			
18	Give example of advertising medium			
19	Explain the factors that affect the choosing of a advertising medium			