

## Principles of Marketing

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1. Identify the scope of marketing and its role in business operations and overall success. (Knowledge)
2. Analyze different approaches to marketing and their implications for market positioning and customer targeting. (Comprehension)
3. Evaluate the various elements of the marketing environment and their impact on marketing strategies. (Analysis)
4. Implement a value philosophy in marketing strategies to create long-term customer relationships and brand loyalty. (Application)
5. Develop effective value delivery strategies to meet customer needs and exceed their expectations. (Application)
6. Examine the concept of upstream marketing and its relevance for strategic decision-making in the marketing process. (Analysis)
7. Analyze theories of consumer behavior and apply them to marketing strategies to influence consumer purchasing decisions. (Analysis)
8. Assess the role of market research in understanding consumer trends, preferences, and behavior for effective marketing campaigns. (Evaluation)
9. Utilize market segmentation, targeting, and positioning strategies to reach specific customer segments and create unique value propositions. (Application)
10. Evaluate the different product levels and stages of product development to create successful products that meet customer needs. (Evaluation)
11. Develop pricing strategies that capture the value offered to customers while ensuring profitability for the company. (Application)
12. Design effective marketing channels and integrate them into the overall marketing strategy to reach customers efficiently and effectively. (Synthesis)
13. Utilize promotional strategies, including personal influencers, social marketing, online marketing, and live video streaming, to engage customers and drive brand awareness and loyalty. (Application)