

## Marketing Final Study Guide

- **Service Characteristics**
  - Intangibility- services cannot be seen, tasted, felt, heard, or smelled before purchase
  - Inseparability- services cannot be separated from their providers
  - Variability- quality of services depends on who provides them and when, where, and how
  - Perishability- services cannot be stored for later use (airline tickets)
- **Brand equity**
  - Differential effect that knowing the brand name has on customer response to the product or its marketing
  - Customers react more favorably to positive brand equity
- **Brand Sponsorship**
  - National brands- marketed under the manufacturer's own name
  - Store brands- created and owned by a reseller of a product or service
  - Licensing- use names and symbols created by other companies or well-known movie characters or celebrities for a fee
  - Co-branding- use the established brand names of two different companies on the same product
- **Brand development strategies**

		Product category	
		Existing	New
Brand name	Existing	Line extension	Brand extension
	New	Multibrands	New brands

- **Stages of Product Development**
  - Idea generation
  - Idea screening- screening new product ideas to spot good ones and drop poor ones as soon as possible
    - Reviewed by committee
    - RWW framework- real, win, worth doing
  - Concept development and testing
  - Marketing strategy development
  - Business analysis
  - Product development
  - Test Marketing
  - Commercialization
- **Product concept**
  - Detailed version of the new product idea stated in **meaningful consumer terms**

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**Everett M. Jacobs**



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