









Higher Business Management

Management of Marketing & Operations Unit Checklist

Name _____ Class _____

	RED 	AMBER 	GREEN 
MARKETING			
Customers			
Market Led			
Product Led			
Consumer Behaviour			
Market Research			
Costs & Benefits of Field Research Methods			
Costs & Benefits of Field Research Methods			
Sampling			
Marketing Mix - Product			
Product Life Cycle - Sales & Profitability			
Extension Strategies			
Product Line Product Portfolio			
Diversified Product Portfolio			
Marketing Mix - Price			
Pricing Strategies			
Marketing Mix - Place			
Channel of Distribution			
Role of Wholesaler			
Role of Retailer			
Types of Retailer			
Marketing Mix - Promotion			
Into & Out Of the Pipeline			
Above & Below the Line			
Public Relations			
Marketing Mix - People			
Customer Satisfaction			
Level of After Sales Service			
Marketing Mix - Process			
Systems to Ensure Customer Satisfaction			
Marketing Mix - Physical Evidence			
Evidence to Verify Keeping Customer Promises			
Technology			
EPOS - Market Research			
Internet Advertising			
Electronic Survey Methods			
Internet-Based Sales			
Targeted Online Advertising & Recommendations			
Viral Marketing (Social Media)			

	RED	AMBER	GREEN
OPERATIONS			
Stock Management			
Stock Management Systems			
Just-in-Time			
Storage of Stock			
Warehousing & Logistics			
Methods of Production			
Capital Intensive Production			
Mechanised Production			
Automated Production			
Labour Intensive Production			
Quality			
Quality Management			
Quality Standards & Symbols			
Benchmarking			
Quality Circles			
Mystery Shopping			
Ethical & Environmental			
Fair Trade			
Environmental Problems & Solutions			
Ethical Operations/Issues			
Technology			
EPOS - Stock Control			
CAD/CAM			

My Revision Priorities for Management of Marketing & Operations Unit...