

Name: \_\_\_\_\_

## Marketing I

The answers to these questions will not be graded on a basis of whether they are right or wrong, but whether or not you take the time to participate in this exercise. The purpose of this is to give me an idea of your prior knowledge regarding marketing.

1. Why did you choose to take marketing?
1. Give three examples of a demographic characteristic.
1. Give three examples of a psychographic characteristic.
1. Define in your own words the term target market.
1. List the four P's of Marketing. These are also known as the marketing mix.
1. Think of television commercial that you have seen recently. Please briefly describe it. Also, please name what is being advertised, how it is being advertised (is the product being talked about or is it being used?), and for who it is being advertised to.

1. Please define what you think Guerilla Marketing is?
1. Do you have a part time job? If so, how many hours per week do you normally work? Where do you work?
1. Do you participate in any extra curricular activities at Aloha? If so, which ones?
1. If there was one thing you could change about the world we live in, what would that be and why?
1. Who would you consider to be a role model? Why do you consider this person a role model?
1. List your top three movies of all time.
1. List your top three musical groups or singers.

1. What are some areas of sports and entertainment marketing that you would like to learn?