

MARKETING 1001: Introduction to Marketing Study Guide

You may use this for reference, an idea, etc. This was just what I made for myself and what I found worked best for me.

Weekly:

- **Topic quizzes**
 - Read through the chapter for the week on textbook for better understanding answering topic quizzes
 - After submitting/released answers, take note of questions you were weaker with in the quiz
- **Tutorial Preparation**
 - Better understanding on how to answer exam questions
- **Lectures**
 - Briefly look through lecture slides before lectures, highlight any unfamiliar key terms, important definition.
 - Add-on any additional notes made by lecturer during lecture.

Final Exam Prep

- **Memorize definitions with flashcards** (I used goodnotes and quizlet)
- **Do practice quizzes** on myuni again and again until I was happy with my score/ understood the concepts better (that is, if the course offers practice quizzes)
- **Try past exam papers** (questions that come up in the final exam had the same concept!)
- The course offers a really good study plan for the final so don't take that for granted
- **Practice short and long questions**
 - **Highlight key terms** and take note of answer structures

Introduction To Marketing Study Manual

Susan J. Dann



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