**Study Guide: Standard 2 Test**

* Differences between disposable & discretionary income and which would be most important to what types of businesses
* How to figure a percent of something
* What SWOT stands for and what it is used for. Also know how to determine whether something is a strength, weakness, opportunity, or threat
* What can affect a company’s marketing efforts?
* Know the 4 types of market segmentation
* If given a scenario, know how to pull out different types of market segment characteristics (demographics, geographics, psychographics, and behavioral)
* Examples of B2B and B2C marketing
* What kind of market segmentation census.gov is
* What kind of questions to ask to determine a target market, or if given an advertisement, be able to tell what the market is.
* Know the vocabulary for this unit and from previous; including Marketing Planning Function.
* How would you market denim jeans differently to teen girls and boys? Teens and adults?