**Marketing Review Notes –Add in anything else you think relevant**

**Define Market**

**Define marketing:**

**Strategies**

**Market Orientation:**

**Product Orientation**

**Asset-led Marketing**

**Give examples of organisations for each strategy.**

**Evaluate the impact of extension strategies on organisations.**

**Explain these key terms:**

**Product Portfolio**

**Unique Selling Point**

**Differentiation**

**Explain what is meant by Market Mix Flow**

**Give 3 examples of product/service which have successful implemented an Extension strategy**

**Examples of 2 Business have suffered from poor cashflow?**

**Define the Product Life Cycle?**

**Detail the stages of the Product Life Cycle**