



# PANNON EGYETEM

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## Marketing Comprehensive Oral Exam

- 1) Choice modeling in marketing
- 2) Market penetration of new products and services
- 3) Modeling of market structure
- 4) Buyer vs. Consumer Behavior
- 5) Advertising and Branding Effectiveness
- 6) Customer Relationship Management
- 7) Organizational Markets

### Literature:

- 8) Russel S. Winer - Scott A. Neslin: The History of Marketing Science. World Scientific Publishing Co., London, 2014