

## 2.9: Applied Marketing Knowledge- Discussion Questions

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1. Your university annually evaluates the current and possible value of its strategic business units (SBUs). The university may examine its majors as SBUs or may examine each college, school, or division's performance while recruiting students. Use a Boston Consulting Group (BCG) matrix to examine the university's business portfolio—majors may be stars, cash cows, question marks, or dogs based on past and current enrollment in those majors. (Chances are good that underperforming “dog” majors will be phased out and financial support shifted from majors that serve as cash cows to fund the growth of stars or question marks.) List two majors that fit into each of the growth-share matrix quadrants.
  2. Why is perceived value important in price setting?
  3. Personas are especially helpful as marketers consider the \_\_\_\_\_ for their products and are most commonly used when developing promotional materials.
  4. What are SMART goals, and why are they important in strategic planning?
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