

MKTG 522 WEEK 3 QUIZ Tutorial

mktg 522 week 3 quiz is a crucial component of the Marketing course designed to assess students' understanding of key marketing principles covered during the third week of the curriculum. For students enrolled in this course, preparing effectively for this quiz can significantly enhance their grasp of foundational marketing concepts and improve their overall academic performance. This article provides an in-depth overview of the mktg 522 week 3 quiz, including its importance, typical content, study tips, and resources to help students excel.

Understanding the Significance of mktg 522 Week 3 Quiz

Why is the Week 3 Quiz Important?

The Week 3 quiz serves as a formative assessment tool, allowing both students and instructors to gauge comprehension of the material covered so far. It helps identify areas where students may need additional review and fosters active engagement with the course content. Additionally, performing well on this quiz can boost confidence and motivate students to maintain steady progress throughout the course.

How the Quiz Fits into the Overall Course Structure

Typically, the Week 3 quiz covers the foundational aspects of marketing such as market segmentation, targeting strategies, and marketing mix components. It lays the groundwork for more advanced topics discussed in subsequent weeks. Understanding these core principles is vital for mastering the course and applying marketing strategies effectively in real-world scenarios.

Key Topics Covered in mktg 522 Week 3 Quiz

While the specific questions may vary depending on the instructor and course materials, the Week 3 quiz generally emphasizes the following areas:

Market Segmentation

- Definition and importance of market segmentation
- Types of segmentation: geographic, demographic, psychographic, behavioral
- Criteria for effective segmentation: measurable, accessible, substantial, differentiable, actionable

Targeting Strategies

- Undifferentiated, differentiated, concentrated, and micromarketing
- Evaluating and selecting target markets
- The role of positioning in targeting decisions

Marketing Mix (4Ps)

- Product: features, branding, packaging
- Price: pricing strategies, discounts, psychological pricing
- Place: distribution channels, logistics
- Promotion: advertising, sales promotion, public relations, personal selling

Consumer Behavior and Decision-Making Process

- Factors influencing consumer behavior
- Steps in the consumer decision process: problem recognition, information search, evaluation, purchase, post-purchase behavior

Effective Study Tips for acing the mktg 522 Week 3 Quiz

Preparation is key to success. Here are some proven strategies to help students perform well on the quiz:

Review Course Materials Thoroughly

- Revisit lecture notes, slides, and assigned readings
- Focus on understanding definitions, concepts, and their applications
- Use highlighted or marked sections for quick revision

Utilize Practice Quizzes and Flashcards

- Many courses provide practice quizzes; take advantage of these
- Create or use existing flashcards for key terms and concepts
- Engage in active recall to reinforce memory

Connect Concepts to Real-World Examples

- Think of current marketing campaigns that exemplify segmentation or targeting strategies
- Analyze how companies apply the marketing mix in their products and promotions
- Relate textbook theories to practical scenarios

Form Study Groups

- Discuss challenging topics with classmates
- Quiz each other to reinforce learning
- Clarify misunderstandings through peer explanations

Seek Clarification from Instructors

- Don't hesitate to ask questions during office hours
- Use online discussion forums if available
- Clarify any ambiguous topics before the quiz

Resources for Preparing for the mktg 522 Week 3 Quiz

To maximize your preparation, consider leveraging the following resources:

- **Course Textbook and Readings:** Ensure comprehensive review of assigned chapters related to week 3 topics.
- **Lecture Recordings and Slides:** Rewatch lectures and review slide decks for visual reinforcement.
- **Online Practice Quizzes:** Many educational platforms offer quizzes on marketing fundamentals.
- **Marketing Glossaries:** Use glossaries to familiarize yourself with key terms and definitions.
- **Supplemental Articles and Case Studies:** Reading real-world examples enhances understanding of concepts in action.

Common Question Types in mktg 522 Week 3 Quiz

Understanding the format of questions can help in strategizing your approach. Typical question types include:

Multiple Choice Questions

- Focus on definitions, concepts, and application scenarios
- Practice identifying correct options based on course materials

True or False Statements

- Test understanding of basic principles
- Be cautious of absolutes; review exceptions where applicable

Short Answer Questions

- Require concise explanations of concepts like segmentation criteria or marketing strategies
- Practice articulating ideas clearly and accurately

Matching Questions

- Match marketing terms with their definitions or examples
- Use flashcards to prepare for these types of questions

Tips for During the Quiz

On the day of the quiz, keep these tips in mind:

- **Manage Your Time:** Allocate specific time slots for each question to ensure completion.
- **Read Questions Carefully:** Understand what is being asked before answering.
- **Answer Easier Questions First:** Boost confidence and secure quick points.
- **Review Your Answers:** If time permits, double-check for mistakes or overlooked details.

Post-Quiz Strategies

After completing the quiz, review your answers if possible:

- Identify questions you found challenging and review the correct answers.
- Clarify any misconceptions with your instructor or classmates.

- Use feedback to guide your preparation for future assessments.

Conclusion: Preparing for Success in mktg 522 Week 3 Quiz

The mktg 522 week 3 quiz is an essential checkpoint in your marketing education journey. By understanding the core topics such as market segmentation, targeting strategies, and the marketing mix, and by employing effective study techniques, you can confidently approach the quiz and achieve a high score. Remember, consistent review, active engagement with course materials, and strategic preparation are key to mastering the content and excelling in your coursework.

Whether you're a first-time taker or retaking the quiz, utilizing available resources and maintaining a disciplined study routine will significantly enhance your chances of success. Stay focused, stay prepared, and leverage the knowledge gained from your course to excel in your marketing studies.

MKTG 522 Week 3 Quiz: An In-Depth Review and Analysis

In the landscape of advanced marketing education, MKTG 522 stands out as a pivotal course designed to deepen students' understanding of contemporary marketing strategies, research methodologies, and data-driven decision-making. Among its various assessments, the Week 3 quiz serves as a crucial checkpoint, testing students' grasp of foundational concepts that underpin effective marketing practice. This article offers a comprehensive, analytical review of the MKTG 522 Week 3 quiz, dissecting its core themes, exploring the rationale behind key questions, and providing insights into the broader learning objectives it aims to achieve.

Understanding the Purpose of the MKTG 522 Week 3 Quiz

Assessing Foundational Knowledge

The Week 3 quiz in MKTG 522 is designed to evaluate students' comprehension of essential marketing principles introduced early in the course. These principles often include the marketing mix, consumer behavior, segmentation, targeting, positioning, and the initial steps in market research. By focusing on these core areas, the quiz ensures that students have a solid grasp of the building blocks necessary for more complex topics explored later in the course.

Encouraging Critical Thinking

Beyond rote memorization, the quiz challenges students to apply theoretical concepts to practical scenarios. For example, questions may present real-world marketing dilemmas, prompting students to analyze situations critically and select the most appropriate strategies. This approach fosters analytical skills crucial for future marketing success.

Aligning with Course Learning Objectives

The quiz aligns with the course's overarching goals: to develop strategic thinking, data interpretation skills, and an understanding of how marketing decisions impact organizational success. By assessing these areas early in the course, instructors can identify gaps and tailor instruction to meet student needs.

Key Themes Covered in the Week 3 Quiz

Market Segmentation and Targeting

One of the central themes in Week 3 revolves around the concepts of market segmentation and targeting. The quiz likely includes questions that:

- Define different segmentation bases (demographic, psychographic, behavioral, geographic).
- Explain the criteria for selecting target markets.
- Analyze scenarios to determine appropriate segmentation strategies.

Understanding segmentation allows marketers to identify distinct consumer groups with specific needs, enabling more tailored marketing efforts that improve engagement and conversion rates.

Consumer Behavior and Buyer Decision Processes

Questions may probe students' knowledge of how consumers make purchasing decisions, including:

- The stages of the buyer decision process: need recognition, information search, evaluation of alternatives, purchase, and post-purchase behavior.
- Factors influencing consumer choices, such as cultural, social, personal, and psychological factors.
- The role of perception, motivation, and learning in shaping consumer behavior.

A nuanced understanding of these processes helps marketers craft messages and experiences that resonate with target audiences.

Marketing Research Fundamentals

The quiz might test knowledge of basic research methodologies, including:

- Types of research: exploratory, descriptive, causal.
- Data collection methods: surveys, focus groups, observational studies.
- Ethical considerations in research.

Mastery of these topics enables students to design effective research plans, interpret data accurately, and make informed marketing decisions.

The Marketing Mix (4Ps)

Another critical area involves the 4Ps—Product, Price, Place, and Promotion—fundamental to crafting comprehensive marketing strategies. Questions could include:

- How to determine the right product features for a target segment.
- Pricing strategies based on consumer willingness to pay.
- Distribution channels suitable for different markets.
- Promotional tactics that align with brand positioning.

An understanding of the 4Ps equips students to develop integrated marketing plans.

Sample Questions and Analytical Breakdown

Question 1: Which segmentation variable is most appropriate when dividing a market based on customer lifestyles?

Analysis: This question assesses understanding of psychographic segmentation. Recognizing that lifestyles, values, interests, and opinions shape consumer behavior is vital for crafting targeted marketing efforts. The correct answer might be "psychographic segmentation," emphasizing its importance in reaching consumers on a deeper, more personal level.

Question 2: In the buyer decision process, during which stage are consumers most likely to seek out product reviews and compare alternatives?

Analysis: This probes knowledge of the information search and evaluation stages. Understanding where consumers research helps marketers optimize their content strategies and ensure positive reviews are accessible during this critical decision-making phase.

Question 3: Which pricing strategy involves setting a high price initially to maximize profits from early adopters before lowering it over time?

Analysis: This describes a skimming pricing strategy. Recognizing different pricing tactics is crucial

for positioning products effectively in the market, especially for innovative or luxury items.

Implications for Marketing Practice and Education

Bridging Theory and Practice

The quiz underscores the importance of translating theoretical knowledge into practical applications. For instance, understanding segmentation is not just academic; it influences campaign design, media planning, and product development.

Developing Analytical Skills

By challenging students with scenario-based questions, the quiz promotes analytical thinking. Future marketers must evaluate complex situations, weigh options, and justify decisions?skills reinforced through such assessments.

Preparing for Real-World Challenges

As marketing environments become more dynamic and data-driven, foundational knowledge in research, consumer behavior, and strategic planning becomes indispensable. The Week 3 quiz acts as a preparatory step, ensuring students are equipped to handle real-world challenges.

Conclusion: The Role of the Week 3 Quiz in the Broader Curriculum

The MKTG 522 Week 3 quiz serves multiple educational purposes: it consolidates foundational marketing concepts, encourages critical application of knowledge, and prepares students for more advanced topics. Its comprehensive coverage of segmentation, consumer behavior, research methodologies, and the marketing mix reflects the course?s emphasis on strategic thinking and data-informed decision-making. As students progress through the curriculum, the insights gained from this assessment will prove invaluable, shaping their ability to analyze markets, understand consumer needs, and craft compelling marketing strategies.

In essence, the quiz is more than a mere assessment; it is a vital educational tool that fosters the analytical mindset necessary for tomorrow?s marketing leaders. Whether viewed as a milestone or a learning checkpoint, the Week 3 quiz embodies the course?s commitment to blending theory with practice to produce well-rounded, capable marketing professionals.

QuestionAnswer What is the primary focus of MKTG 522 Week 3 quiz? The primary focus is on understanding marketing strategies, consumer behavior, and market segmentation techniques covered in Week 3. How can I effectively prepare for the MKTG 522 Week 3 quiz? Review lecture notes, study key concepts like target marketing and positioning, and practice past quiz questions to

reinforce your understanding. What are common topics covered in the MKTG 522 Week 3 quiz? Topics typically include market segmentation, targeting strategies, marketing mix adjustments, and consumer decision-making processes. Are there any recommended resources to help with MKTG 522 Week 3 quiz preparation? Yes, the course textbook, lecture slides, and online practice quizzes provided by the instructor are highly recommended resources. How can understanding Week 3 concepts improve my overall performance in MKTG 522? Mastering Week 3 concepts builds a strong foundation for subsequent topics and enhances your ability to apply marketing principles effectively in assignments and exams.

Related keywords: marketing, quiz, week 3, MKTG 522, marketing course, exam questions, study guide, marketing strategies, quiz questions, course materials

DEVRY MKTG 522 QUIZ

devry mktg 522 quiz

The DeVry MKTG 522 quiz is an integral component of the marketing course designed to assess students' understanding of key marketing principles, strategies, and concepts. As part of the curriculum, the quiz aims to reinforce theoretical knowledge while encouraging practical application of marketing theories in real-world scenarios. Preparing effectively for this quiz requires a comprehensive understanding of the course material, including topics such as market research, consumer behavior, branding, digital marketing, and strategic planning. This article provides an in-depth overview of what students can expect from the DeVry MKTG 522 quiz, common themes covered, study tips, and strategies for success.

Overview of MKTG 522 Course Content

Key Topics Covered in the Course

The MKTG 522 course at DeVry University typically encompasses a broad spectrum of marketing concepts that are vital for students pursuing careers in marketing, management, or related fields. The quiz often tests knowledge across these core areas:

- Marketing Fundamentals: Definitions, importance, and evolution of marketing.
- Market Research and Analysis: Techniques, tools, and applications.
- Consumer Behavior: Factors influencing purchasing decisions.
- Segmentation, Targeting, and Positioning (STP): Strategies for market segmentation and

positioning.

- Product and Brand Management: Lifecycle, branding strategies, and product development.
- Pricing Strategies: Methods and considerations.
- Distribution Channels: Supply chain management and logistics.
- Promotion and Advertising: Strategies, digital marketing, and communication tools.
- Ethics and Social Responsibility: Ethical considerations in marketing practices.
- Strategic Marketing Planning: Developing and implementing effective marketing plans.

Understanding these topics thoroughly is essential for performing well on the quiz, as questions often integrate multiple concepts to assess comprehensive understanding.

Common Types of Questions in the MKTG 522 Quiz

Multiple Choice Questions

Most quizzes feature multiple-choice questions that test students' recall and understanding of definitions, concepts, and applications. These questions may ask for:

- Definitions of key marketing terms.
- Identification of the correct marketing strategy for a given scenario.
- Best practices in specific marketing functions.

True or False Questions

These questions assess students' ability to quickly determine the correctness of statements related to marketing principles, ethical considerations, or recent industry developments.

Short Answer Questions

Short answer items often require students to explain concepts, analyze scenarios, or apply theories to practical situations, demonstrating deeper comprehension.

Case Study Analysis

In some instances, the quiz may include brief case studies requiring students to analyze, recommend strategies, or identify issues based on real-world marketing situations.

Tips for Preparing for the DeVry MKTG 522 Quiz

Review Course Materials Thoroughly

- Lecture Notes: Revisit notes taken during lectures; they often highlight key points emphasized by instructors.
- Textbook Chapters: Focus on summaries, highlighted terms, and end-of-chapter questions.
- Supplemental Readings: Utilize any additional resources provided by the instructor.

Practice with Sample Questions

- Use available practice quizzes or create your own based on lecture content.
- Engage in active recall by testing yourself on definitions and concepts.

Understand Case Studies

- Analyze past case studies discussed in class.
- Practice applying concepts to hypothetical scenarios.

Form Study Groups

- Collaborate with classmates to clarify difficult concepts.
- Discuss potential quiz questions and scenarios.

Focus on Application

- Develop the ability to connect theory with practice.
- Think about how marketing concepts apply to current industry trends and companies.

Strategies for Success During the Quiz

Read Questions Carefully

- Pay attention to what is specifically asked.
- Watch out for qualifiers like "most," "best," or "except," which can alter the meaning.

Manage Your Time

- Allocate time proportionally based on question difficulty.

- Don't spend too long on a single question; move on and revisit if time permits.

Use Process of Elimination

- Narrow down multiple-choice options by eliminating obviously incorrect answers.
- Increase chances of selecting the correct response.

Review Your Answers

- If time permits, double-check answers, especially for questions you found challenging.

Additional Resources for MKTG 522 Students

DeVry's Learning Management System

- Access lecture slides, readings, and practice quizzes.
- Participate in discussion forums for additional insights.

Instructor Office Hours

- Clarify doubts or seek guidance on difficult topics.
- Discuss potential quiz questions or areas to focus on.

Study Guides and Supplementary Materials

- Use external marketing textbooks or online resources for broader understanding.
- Review marketing frameworks like SWOT analysis, 4Ps, and STP models.

Common Challenges and How to Overcome Them

Memorization vs. Understanding

- While memorization can help with definitions, focus on understanding concepts and their applications.
- Use real-world examples to contextualize theories.

Staying Updated with Industry Trends

- Follow current marketing news and case studies.
- Relate classroom concepts to recent marketing campaigns or innovations.

Managing Stress and Anxiety

- Prepare well in advance to reduce last-minute cramming.
- Practice relaxation techniques before the quiz.

Conclusion

The DeVry MKTG 522 quiz serves as a vital checkpoint to ensure students grasp essential marketing concepts necessary for academic success and future professional endeavors. Success in the quiz hinges on a comprehensive understanding of the course material, active engagement with practical applications, and effective study strategies. By thoroughly reviewing the course content, practicing with sample questions, and applying concepts to real-world scenarios, students can confidently approach the quiz and demonstrate their marketing proficiency. Remember, consistent preparation and a strategic approach are key to excelling in MKTG 522 assessments and developing a solid foundation in marketing principles.

Devry MKTG 522 Quiz: Navigating the Key Concepts and Strategies

Devry MKTG 522 quiz has become a focal point for students seeking to deepen their understanding of modern marketing principles. As part of DeVry University's curriculum, the quiz serves as an essential tool to assess comprehension of strategic marketing concepts, data analysis, consumer behavior, and digital marketing tactics. For students and educators alike, understanding the structure, objectives, and best approaches to mastering this quiz can significantly enhance learning outcomes and academic performance.

Understanding the Purpose of the Devry MKTG 522 Quiz

The primary aim of the **Devry MKTG 522 quiz** is to evaluate students' grasp of core marketing theories, analytical tools, and practical applications relevant to contemporary marketing environments. It functions as both a formative and summative assessment, encouraging learners to synthesize knowledge from lectures, readings, and case studies.

Key objectives include:

- Testing comprehension of marketing concepts such as segmentation, targeting, positioning (STP), and marketing mix elements.
- Assessing ability to interpret marketing data and utilize analytical tools like SWOT, PESTEL, and competitive analysis.
- Encouraging application of digital marketing strategies including social media, content marketing, and analytics.
- Promoting critical thinking about ethical considerations and consumer behavior.

By aligning with these objectives, the quiz helps students identify areas for improvement and consolidates foundational knowledge necessary for real-world marketing challenges.

Structure and Content of the MKTG 522 Quiz

The quiz typically comprises multiple-choice questions, true/false statements, short answer prompts, and case-based scenarios. This diverse format ensures a comprehensive assessment of theoretical understanding and practical application.

Common topics covered include:

- Marketing Strategy Fundamentals
- Market segmentation, targeting, and positioning
- Development of value propositions
- Competitive advantage analysis
- Data-Driven Marketing
- Interpreting market research data
- Using analytics to inform decision-making
- Evaluating campaign effectiveness
- Digital and Social Media Marketing
- Strategies for social media engagement
- Content creation and distribution

- Metrics for measuring online success
- Ethical and Legal Aspects
- Consumer privacy considerations
- Ethical advertising practices
- Regulatory compliance
- Case Studies and Scenario Analysis
- Applying concepts to real-world business situations
- Crafting strategic recommendations based on data

The variety ensures students are tested on both their theoretical knowledge and their ability to apply concepts practically.

Strategies for Excelling in the Devry MKTG 522 Quiz

Achieving a high score on the **Devry MKTG 522 quiz** requires a strategic approach rooted in comprehensive preparation and active engagement with course materials.

Effective preparation tips include:

- Review Course Readings and Lecture Notes: Regular revision of assigned chapters, lecture slides, and supplementary materials helps reinforce understanding.
- Practice with Past Quizzes and Practice Questions: Many students find that practicing with previous questions or online quizzes enhances familiarity with question formats and topics.
- Understand Key Concepts Deeply: Focus on grasping core marketing frameworks such as SWOT, PESTEL, and the marketing mix, rather than memorizing definitions.
- Engage in Group Study Sessions: Collaborative learning helps clarify complex ideas and exposes students to different perspectives.
- Utilize Digital Tools and Resources: Leverage online tutorials, marketing blogs, and videos to supplement learning, especially for digital marketing topics.
- Apply Concepts to Real-World Scenarios: Practice analyzing case studies to improve critical thinking and application skills.

During the quiz:

- Read Questions Carefully: Pay attention to wording, especially for case-based questions.
- Manage Your Time: Allocate appropriate time to each question to avoid rushing through difficult items.
- Eliminate Obviously Wrong Answers: Narrow choices to improve odds of selecting correct options.
- Review Your Answers: If time permits, revisit uncertain responses to ensure accuracy.

Common Challenges and How to Overcome Them

While the **Devry MKTG 522 quiz** is designed to be comprehensive, students often encounter certain difficulties:

- Overemphasis on Memorization: The quiz tests understanding, not just recall. Focus on applying concepts rather than rote memorization.
- Complex Case Analysis: Real-world scenarios can be challenging; practicing case studies regularly helps develop analytical skills.
- Digital Marketing Nuances: Rapidly evolving digital strategies may cause confusion. Stay updated with current trends and tools.
- Time Management: Balancing study time with coursework requires disciplined planning.

Solutions include:

- Creating a study schedule that covers all topics systematically.
- Engaging in active learning techniques like teaching concepts to peers.
- Participating in online marketing communities to stay informed about industry developments.
- Practicing timed quizzes to build confidence and improve pacing.

Resources and Tools for Mastery

To excel in the **Devry MKTG 522 quiz**, students can leverage various resources:

- Textbooks and Course Materials: Primary sources for foundational knowledge.
- Online Marketing Courses: Platforms like Coursera, Udemy, and LinkedIn Learning offer supplementary tutorials.
- Marketing Blogs and Journals: Keep abreast of industry trends through publications like

HubSpot, Moz, and Harvard Business Review.

- Study Groups and Forums: Platforms like Reddit's r/marketing or university discussion boards facilitate peer-to-peer learning.
- Practice Quizzes and Flashcards: Tools like Quizlet provide interactive ways to memorize concepts and test understanding.

The Role of the Quiz in Professional Development

Beyond academic requirements, the **Devry MKTG 522 quiz** plays a pivotal role in preparing students for real-world marketing careers. It fosters skills such as data analysis, strategic thinking, digital literacy, and ethical judgment—qualities highly valued in today's competitive landscape.

Benefits include:

- Developing a structured approach to problem-solving.
- Enhancing ability to interpret complex data sets.
- Building confidence to apply marketing concepts in practical settings.
- Encouraging continuous learning and adaptation to industry changes.

Employers increasingly seek graduates who can think critically and adapt swiftly—skills reinforced through rigorous assessments like this quiz.

Final Thoughts

The **Devry MKTG 522 quiz** is more than just an academic hurdle; it is a vital learning tool that bridges theoretical knowledge and practical application. Success depends on diligent preparation, active engagement with course materials, and a strategic approach to problem-solving. By understanding its structure, focusing on core concepts, and utilizing available resources, students can not only excel academically but also lay a solid foundation for a successful marketing career.

In an era where digital transformation reshapes the marketing landscape, mastery of these concepts through assessments like MKTG 522 equips future professionals to navigate, innovate, and lead with confidence. Whether you're aiming for a top score or simply seeking to deepen your understanding, embracing the challenges of the quiz can be a rewarding step toward your marketing aspirations.

Question What are the key concepts covered in the Devry MKTG 522 quiz related to digital marketing strategies? The Devry MKTG 522 quiz typically covers topics such as content marketing, social media advertising, SEO, analytics, and integrated marketing communications to help students understand effective digital marketing strategies. **Answer** How can I prepare effectively for the

Devry MKTG 522 quiz on market segmentation? To prepare effectively, review case studies, understand different segmentation bases (demographic, psychographic, geographic, behavioral), and practice applying segmentation techniques to real-world scenarios presented in the course materials. What are common question formats in the Devry MKTG 522 quiz that I should be aware of? Common formats include multiple-choice questions, true/false statements, short answer questions on marketing concepts, and scenario-based questions requiring application of marketing principles. Are there any recommended resources or practice quizzes to help prepare for the Devry MKTG 522 quiz? Yes, students are encouraged to review the course textbook, lecture notes, and any provided practice quizzes or online resources from Devry's learning platform to reinforce their understanding and readiness. What is the best approach to handle difficult questions on the Devry MKTG 522 quiz? The best approach is to carefully read each question, eliminate obviously incorrect options, recall relevant concepts from the course, and manage your time efficiently to ensure all questions are answered thoughtfully.

Related keywords: Devry MKTG 522, marketing quiz, DeVry University marketing, MKTG 522 exam, marketing course quiz, DeVry marketing class, marketing management quiz, DeVry MKTG 522 answers, marketing strategies quiz, DeVry online quiz

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