

Solomon Chapter 1

VI. ADDITIONAL PROJECTS, ASSIGNMENTS, AND EXAMPLES

These assignments can be used in many ways: homework assignments, critical thinking assignments, web-based research assignments, individual assignments, and/or group assignments.

► Student Projects

1. Read Chapter 1 and write a brief report that illustrates who marketers are and summarize what they do in a marketing role. Explain how marketing can be incorporated with other business functions to add value and explain why it is important for marketers to work with other executives in different segments of the organization. Be specific and provide examples as needed. (Objectives 1 and 2)
2. Review the history of marketing. Write a brief report and explain why more firms have moved towards quality and value while they maintain a focus on the commitment to social and economic profit. (Objective 3)
3. Conduct research and evaluate a company that utilizes e-commerce to market their products and services. Prepare a brief report and summarize how online marketing creates utility to the organization. How does it add value to both the consumer and the organization?(Objective 4)
4. Choose a club or an organization that you are a member, or one that you would like to join now or in the foreseeable future. Create a plan to market the organization. Prepare a report that outlines how you would pick a target market and choose a combination of the 4 Ps to carry out your plan. (Objective 6)

ASSIGNMENTS

► Small Group Assignments

1. Form students into groups of three to five. Ask each group to read the Marketing Plan Connection on page 3: S&S Smoothie Company. Next, ask each group to answer the following questions. Each group should discuss the findings with the class. (Objectives 1, 2)
 - a. What is a SWOT analysis and why is this analysis beneficial to a Marketing Manager?
 - b. How can a Marketing Manager create value to the firm when they analyze the strengths, weaknesses, opportunities, and threats of an organization?

- c. If you were a Marketing Manager at S&S Smoothie Company how could you use the strengths and opportunities evident to overcome the weaknesses and threats to the organization?
2. Form students into groups of three to five. Each group should think of five industries in the marketplace that were impacted by the recent economic crisis. Next, each group should identify one organization in that industry and discuss how the organization can attract and retain customers in an uncertain economic environment. Ask the group to discuss and identify other ways that the organization could attract and retain clients and add value to the organization. Each group should share their findings with the class. (Objective 4)
3. Form students into groups of three to five. Ask each group to list at least three ways that organizations are impacted by technology in a positive way; and list three ways that organizations are impacted by technology in a negative way. Next, as the students to list and discuss how the digital age and other trends have created new and innovative strategies to a marketer. Each group should share their findings with the class. (Objective 5)

► **INDIVIDUAL ASSIGNMENTS**

1. Marketing activities by not-for-profit organizations has increased substantially in recent years. Organizations such as hospitals and churches now spend significant monies to get their individual messages out and draw in new customers, clients, members, etc. Discuss whether or not you consider this a good long-term strategy to grow and add value to the business. (Objective 5)
2. Ask students to find a corporate Web site that provides information about an organization that implements the management philosophy called total quality management (TQM). Prepare a report that summarizes the answers to each of the questions listed below. (Objective 3)
 - a. What does the company do to ensure continuous product quality improvement?
 - b. Were they successful in their marketing improvement processes? Why or why not?
 - c. Does the company sell their products on demand?
3. Review Table 1.1 Careers in Marketing on page 9 of the text. Observe the marketing field, the type of employer where an individual can work, the marketing field, the specific position, and the associated courses required to acquire a job. Prepare a summary and rank the positions in order by the level of your professional interest. Evaluate your skill level and evaluate your qualifications compared to the specific requirements of the position. Explain whether or not you would be interested in a specific position once you achieved additional qualifications. (Objective 2)

► **THINK—PAIR--SHARE**

Consider the following questions, formulate and answer, pair with the student on your right, share your thoughts with one another, and respond to questions from the instructor.

1. Ask students to choose two comparable but competing products. Examples might include the Burger King Whopper and the McDonald's Big Mac. (Objective 6)
 - a. Compare and contrast the 4 Ps of each product.
 - b. Which "P" caused the student to purchase? Was a single "P" an influencer or were the 4 Ps combined the influencer?
 - c. Do the students agree on their answers?
2. Given the difficulty of measuring marketing ROI, engage the students in a debate regarding the value and have them attempt recite the calculation. (Objective 3)
3. There are obvious benefits for the company if they employ customer relationship management (CRM). Ask students to contemplate the distinct benefits a customer enjoys when a company focuses its CRM on that customer. (Objective 3)

► OUTSIDE EXAMPLES

1. Five core customer and marketplace concepts are critical to success: (1) *needs, wants, and demands*; (2) *marketing offers (products, services, and experiences)*; (3) *value and satisfaction*; (4) *exchanges and relationships*; and (5) *markets*.

Take a look at Sea Ray boats at the Sea Ray website (www.searay.com). Answer the following questions. (Objective 2)

- a. What needs, wants, and/or demands is Sea Ray attempting to fill?
- b. Describe their marketing offers.
- c. Describe the relationships they have with their customers.
- d. What are their markets?

Possible Solution.

- a. Sea Ray is primarily appealing the wants. **Wants** are the form human needs take as they are shaped by culture and individual personality. They are providing products that allow people the opportunity to escape their everyday lives and existences. These are not traditional needs they are appealing to. No one **needs** a boat to sustain their existence. Remember, human **needs** are states of felt deprivation.
- b. **Market offerings** are some combination of products, services, information, or experiences offered to a market to satisfy a need or want. Sea Ray provides a wide range of boats designed to (hopefully) satisfy the divergent wants of their target market.
- c. Through a review of the website, you will realize that Sea Ray makes a strong effort to maintain close relationships with their customers. The annual AquaPalooza is one good example of Sea Ray's relationship building efforts.
- d. Sea Ray's markets are quite varied. Depending on the size and type of boat, their markets cover from the casual family weekend boater to the successful business or corporate type looking for a crewed yacht.

2. One of the great new “marketplaces” of our time is eBay. Spend some time on the eBay website (www.ebay.com). Find a product that you are interested in and follow the bidding. How much would you be willing to pay? Consider the following questions. (Objective 2)
 - a. How is eBay providing value to its customers?
 - b. Describe the relationship they have with their customers.
 - c. What are their markets?

Possible Solution.

- a. A company’s *value proposition* is the set of benefits or values it promises to deliver to consumers to satisfy their needs. eBay provides value by providing its clients with an easy, safe, and exciting method by which to buy and sell merchandise.
 - b. eBay takes great effort to maintain a close, almost personal relationship with their customers. They continually provide you with updates on items you are watching, selling, or bidding on. Additionally, they provide you with information about new or additional services that may be of interest to you, based on your previous history with them.
 - c. Their markets are diverse. By a casual perusal of sellers, you will find that their markets cover the range from everyday individuals looking to unload an old pair of jeans to large bookstores selling hundreds of items a day (such as vjbooks [www.vjbooks.com]).
3. The Hallmark Corporation is an example of an individual corporation that serves a variety of target markets. Visit the www.Hallmark.com Web site. Explore the multitude of greeting card product lines. The Hallmark Web site relates that they offer cards for a wide range of occasions in every mood, tone, and style, from warm to witty to downright wacky.

Choose and list four of the product lines displayed on the website. Next, compare and contrast the target market as well as the marketing mix. Discuss how Hallmark might make decisions regarding adding a new product line or dropping an existing one. (Objectives 3 and 6)

Possible Solution

Students will list four products lines displayed on the website. They will compare and contrast the **target market**, the intended **customers**, and discuss the **marketing mix**. Answers will vary based on student perception. New products could be added depending on the demand or trends for a particular product.

4. Visit the Burger King Web site www.bk.com Web site and the McDonald’s Web site www.mcdonalds.com. McDonald’s refers to their social marketing efforts as *corporate responsibility* and good works. Burger King references their efforts as *community*. (Objective 5)
 - a. Compare and contrast the various marketing efforts.
 - b. Define the target market for each social marketing effort.

- c. Describe the marketing mix for each social marketing effort.
- d. What, if any exchange takes place with the social marketing effort?

Possible Solution

The student answers are expected to vary. The **marketing** strategies and **target** market should be relatively comparative, with some noted differences depending on market demographics and student perception.