**Text:** Marketing Management

**Chapter 1**: **Defining Marketing for the New Realities**

**Topic:** Marketing; Marketing Concepts; Marketing Management

**Learning Objectives:**

1. Why is marketing important?
2. What is the scope of marketing?
3. What are some core marketing concepts?
4. What forces are defining the new marketing realities?
5. What new capabilities have these forces given consumers and companies?
6. What does a holistic marketing philosophy include?
7. What are the tasks necessary for successful marketing management?

**Video Title:** Google

**Link:** <http://winmedia.leg.akamai.pearsoncmg.com/ph/bp/bp_video_library/Google.wmv>

**Classroom Application:** Instructors will find this video useful in the study of marketing and to discover how and why marketing is important in businesses today. Students will learn how Google’s mission permitted the organization to grow into a dynamic advertising powerhouse that provides products and services to individuals and groups all over the world. Google is an ideal example that illustrates trends and changes in the way people market their products and services. This information provides pertinent information that is beneficial not only to understand concepts and trends in marketing, but to reveal those tasks and innovation that Google thrives on to achieve successful marketing management.

**Synopsis**

This video describes how Google became a “master at marketing its own brand”. The goal was to make marketing useful to all people and it continues to save people time when they search for products and services. Google offers employees a unique and innovative workplace that results in creative employees.

**Discussion Questions**

1. Explain why Google’s marketing and innovations are important in the 21st century. Be specific.

*Google’s marketing and innovations are successful because they wanted to make marketing efforts useful for all people. Results of these innovations helped morph the organization into an advertising powerhouse that is now the world’s largest search engine. The marketing and innovations that Google offers is successful because it meets the demands of consumers in a fast-paced society.*

1. Describe the value and satisfaction that Google brings to the consumer.

*Google created the innovations that brought value and satisfaction to the consumers. Individuals and groups demand immediate results, answers, and information without waiting for the results. They also provide consumers an endless variety of services and technology to meet consumer demands.*

1. Discuss some of the most significant accomplishments at Google in the 21st century.

*Google is considered a “master at marketing its own brands” because it managed to create AdWords and AdSense. They are significant accomplishments because it offers consumers the information they want; and they have the ability to provide the consumer the data they need when they need it.*

**Quiz**

1. Which of the following best describes how Google has managed to help define marketing in the 21st century?
   1. Innovative products and services
   2. State of the art technology capabilities
   3. An advertising powerhouse
   4. All of the above

Answer: d

Explanation: Google is very well known for its ability to provide the consumer innovative products and services. It has state of the art technology capabilities; and it is known as an advertising powerhouse. Each contribution helped to define the marketing capabilities at Google in the 21st century.

1. Which of the following is marketed at Google to ensure consumer satisfaction?
   1. Goods
   2. Services
   3. Events
   4. All of the above

Answer: d

Explanation: Google markets an extensive and diversified variety of goods, services, and events to ensure consumer satisfaction. Google also offers the consumers additional freebies to heighten the marketing scope and ensure consumer satisfaction.

1. Which of the following are the key markets that are targeted to consumers at Google?
   1. Consumer markets
   2. Business markets
   3. Global markets
   4. All of the above

Answer: d

Explanation: Google is successful at targeting consumer markets, business markets, and global markets. They are known worldwide as an “advertising powerhouse”.

1. Which of the following contributed to the creation of new marketing behaviors and opportunities to the consumer?
   1. AdSense
   2. AdWords
   3. Both A and B
   4. None of the above

Answer: c

Explanation: The creation of AdSense and AdWords created new marketing behaviors and opportunities to the consumer. They provide the consumer with the knowledge and information when it is demanded.

1. Which of the following key core marketing concepts is evident in Google’s mission?
   1. Needs
   2. Wants
   3. Demands
   4. All of the above

Answer: d

Explanation: Google strives to provide consumers the needs, wants, and demands they seek. Recall that consumers want what they need or want, when they want it.

**Text:** Marketing Management

**Chapter 2**: **Developing Marketing Strategies and Plans**

**Topic:** Marketing and Customer Value; Strategic Planning

**Learning Objectives:**

<objective id="ch02os01ob01" label="1"><inst>1. </inst><para>How does marketing affect customer value?<inst> </inst></para></objective>

<objective id="ch02os01ob02" label="2"><inst>2. How is strategic planning carried out at the corporate and divisional levels?

<objective id="ch02os01ob03" label="3"><inst>3. How is strategic planning carried out at the business unit level?

4. </inst><para>What does a marketing plan include?<inst>

**Video Title: Joie de Vivre-Strategic Management**

**Link:** <http://media.pearsoncmg.com/ph/bp/bp_mylabs/akamai/template/video640x480.php?title=JoiedeVivreHospitality%20-%20Strategic%20Management&clip=pandc/bp/2011/management/JDVH-VID2-WEB640.mov&caption=bp/bp_mylabs/akamai/2011/management/xml/JDVH-VID2-WEB640.adb.xml>

**Classroom Application:** Instructors will find this video useful in the study how effective marketing can increase the customer value. Students learn how to create customer value with management strategies that contribute to organizational success. Students also evaluate how strategic plans and marketing plans can help a firm survive in an unstable economy; and enhance the long-term growth of an organization.

**Synopsis**

This video describes how Chip Conley purchased and developed Joie de Vivre from a rundown hotel to a cutting-edge business and the second largest boutique hotel chain. Effective planning enhances the long-term growth of an organization.

**Discussion Questions**

1. How did Chip Conley manage to provide new superior value to consumers?

*Chip Conley provided new superior value to consumers because he created a “funky hotel vibe” or mystique to a tight knit group of consumers that resulted in long-term consumer growth and dedication. In addition, the location added value to the organization.*

1. Describe how Chip’s ability to plan enhanced the continued success at Joie de Vivre.

*Chip Conley had the ability to plan and manage the organization. He had the ability to purchase and renovate a run-down hotel that is now the second largest boutique hotel chains. He also had the ability to ensure that employee needs were met and he established long-term employee loyalty at Joie de Vivre.*

1. Explain how the role of relationships enhanced the planning process at Joie de Vivre. Be specific.

*Chip Conley had the ability to grow good relationships with both employees and customers. His ability to manage both internal and external relationships proved beneficial at the organization. They worked together to grow the hotel to the second largest boutique hotel.*

**Quiz**

1. Which of the followingenhanced the strategic planning process at Joie de Vivre?
   1. Analyzing internal strengths
   2. Analyzing external weaknesses
   3. Analyzing internal weaknesses
   4. All of the above

Answer: d

Explanation: The strategic planning process was successful at Joie de Vivre and this is evident in Chip Conley’s ability to analyze the internal strengths of employees, analyzing the external weaknesses during good and bad economic times, and analyzing internal weaknesses when he had to implement pay freezes and wage cuts to employees.

1. Chip Conley was successful in the development of a strategic marketing plan. Which of the following is not one of the steps in this plan?
   1. Plan
   2. Implement
   3. Control
   4. Delegate

Answer: d

Explanation: The steps in the strategic planning process include planning, implementing, and controlling. Chip Conley was successful in the development of the strategic marketing plan.

1. Chip Conley was excited about starting the company and he offered consumers a unique atmosphere to enjoy. He specified marketing tactics that included product features of the hotel, promotion, merchandising pricing, channels, and service. What did he implement?
   1. Taxation rules
   2. Tactical marketing plan
   3. Tooling strategies
   4. Traditional strategy

Answer: b

Explanation: Chip Conley implemented a tactical marketing plan when he developed the company. The attributes of the tactical marketing plan includes the specification of marketing tactics, including product features, promotion, merchandising pricing sales channels, and services.

1. Why did Chip Conley implement pay cuts and freezes to the employees at Joie de Vivre?
   1. Strategic planning
   2. He disliked the employees
   3. He used the funds to develop the business
   4. None of the above

Answer: a

Explanation: Chip Conley implanted pay cuts and freezes to the employees at Joe de Vivre to ensure that company remained strong in tough economic times. Some of the crises that occurred included, but were not limited to the dot.com bubble, 911, and the recent recession in 2008 and 2009, respectively.

1. Which of the following is not a core competency that contributed to the success of Joie de Vivre?
   1. A source of competitive advantage; makes a significant contribution to perceived consumer benefits
   2. It has applications in a wide variety of markets
   3. It is difficult for competitors to imitate
   4. It is not difficult for competitors to imitate

Answer: d

Explanation: Joie de Vivre is a source of competitive advantage and it makes a significant contribution to perceived customer benefits. It also has applications in a wide variety of markets; and it is difficult for a competitor to imitate because of the funky hotel vibe that added value to the organization. It is difficult for a competitor to imitate Joe de Vivre atmosphere and other attributes of the unique organization.

**Text:** Marketing Management

**Chapter 3**: **Capturing Marketing Insights**

**Topic:** Data Collection and Demand

**Learning Objectives:**

<objective id="ch03os01ob01" label="1"><inst>1. </inst><para>What are the components of a modern marketing information system? <inst></inst></para></objective>

<objective id="ch03os01ob02" label="2"><inst>2. </inst><para>What are useful internal records for a marketing information system?<inst>  </inst></para></objective>

<objective id="ch03os01ob03" label="3"><inst>3. </inst><para>What makes up a marketing intelligence system? <inst></inst></para></objective>

<objective id="ch03os01ob04" label="4"><inst>4. </inst><para>What are some influential macroenvironment developments? <inst></inst></para></objective>

<objective id="ch03os01ob05" label="5"><inst>5. </inst><para>How can companies accurately measure and forecast demand?

**Video Title: Crispin Porter + Bogusky**

**Link:** [**http://winmedia.leg.akamai.pearsoncmg.com/ph/bp/bp\_video\_library/CP+B.wmv**](http://winmedia.leg.akamai.pearsoncmg.com/ph/bp/bp_video_library/CP+B.wmv)

**Classroom Application:** Instructors will find this video useful in the study of how a dynamic advertising agency collects data based on the demands of the consumer. Students learn important concepts about marketing information systems (MIS), marketing intelligence systems, and the factors that influence marketing endeavors in both the macroenvironment and the microenvironment. An additional lecture or presentation about how Crispin Porter + Bogusky could measure and forecast demand in the company or industry would enhance the classroom application.

**Synopsis**

This video explores the creative and innovative advertising firm Crispin Porter + Bogusky. The firm meets the changing demands of the consumer because they are not afraid to take risks. They also utilize the power of the digital age in the micro and macro environment to create or enhance brand image. They utilize the power of social media and technology to enhance the marketing intelligence system; and promote positive outcomes to enhance the natural environment.

**Discussion Questions**

1. Discuss the marketing information system (MIS) at Crispin Porter + Bogusky. Explain whether or not that you believe it is an effective system. Be specific.

*Crispin Porter + Bogusky’s marketing information system is an effective system. The company demonstrates the ability to take significant risks and process information to the marketing decision makers in an effective and efficient manner. This is evident in the ability to understand that consumers are changing and so are their needs. The company takes a unique and different approach to advertising. They discover where the consumers are going; and the company uses social marketing to promote products and services and to ultimately meet the demands and needs of the consumers.*

1. Discuss the success or failure of Crispin Porter + Bogusky’s campaign called “Truth”. Explain the outcome of this campaign and describe the marketing message at the firm.

*Crispin Porter + Bogusky’s most memorable advertising campaign was called “Truth”. This campaign provided an effective means to show consumers not only the danger associated with smoking, but it reveals that the ultimate outcome of smoking is death. The marketing message was successful because it showed graphic illustrations of the outcome of tobacco usage; and it used social marketing to send a clear message of the dangers of smoking to the consumer.*

1. Explain how social marketing is successful in the macroenvironment.

*The firm uses social marketing in the digital age to provide solutions to consumers while promoting and enhancing the marketability of products and services. This trend leads the firm to new opportunities in both the macroenvironment.*

**Quiz**

1. Crispin Porter + Bogusky used a set of resources and procedures that permit the company to obtain information about new product developments in the marketplace. Which of the following describes this system?
   1. Movement intelligence system
   2. Miller’s intelligence system
   3. Methodologies intelligence system
   4. Marketing intelligence system

Answer: d

Explanation: Crispin Porter + Bogusky utilized the marketing intelligence system to obtain pertinent information about developments in the marketing environment. The firm uses this data to discover information that they use to promote products and service for clients. It is needed because to remain creative in a competitive industry; and the company acquires the knowledge needed to achieve continuous success.

1. To gain a competitive advantage at the advertising firm, what would the firm need to evaluate to estimate the current demand for a product they wanted to promote?
   1. Total market potential
   2. Total industry sales
   3. Market shares
   4. All of the above

Answer: d

Explanation: To estimate the current demand of a product, Crispin Porter + Bogusky would need to estimate the total market potential, total industry sales, and the market share of the product.

1. Which of the following best describes the creative methods used at Crispin Porter + Bogusky to promote products and services?
2. Systematic design
3. Collection
4. Analysis and reporting
5. Traditional and non-traditional

Answer: d

Explanation: The research system at Crispin Porter & Bogusky is considered both traditional and non-traditional. This is evident by the traditional advertisements and publications. The non-traditional methods it used to promote products and services included events, rallies, and web sites.

1. What is Crispin Porter + Bogusky’s greatest strength that provides it the ability to promote products and services?
2. Demand
3. Creativity
4. Supplies
5. Brand recognition

Answer: b

Explanation: The largest strength at the firm is creativity. The ability to create unique promotions and advertisements is the key to the continued success at the firm. Ideas are generated at all levels of the organization. The employees work countless hours to develop their ideas to successful marketing campaigns.

1. The “Truth” campaign was effective because the firm was aware of the public’s increased concerns about the adverse outcomes of smoking. What other programs should marketers focus on to improve the environment and appeal to the public?
   1. Design programs
   2. Workaholic programs
   3. Policy programs
   4. Green marketing programs

Answer: d

Explanation: Marketers need to become involved in green marketing programs to continue to promote a healthy environment.

**Text:** Marketing Management

**Chapter 4**: **Conducting Marketing Research**

**Topic:**  Market Research; Measuring Market Productivity; Return on Investment

**Learning Objectives:**

1. What is the scope of marketing research?

<general-problem label="1" maxpoints="1"><question><inst>**2.** </inst><para>What steps are involved in conducting good marketing research?</para></question></general-problem>

<general-problem label="2" maxpoints="1"><question><inst>**3.** </inst><para>What are the best metrics for measuring marketing productivity?

**Video Title: Dunkin’ Donuts**

Link:[winmedia.leg.akamai.pearsoncmg.com/ph/bp/bp\_video\_library/dunkin.wmv](http://winmedia.leg.akamai.pearsoncmg.com/ph/bp/bp_video_library/dunkin.wmv)

**Classroom Application:** Instructors will find this video useful in the study of marketing research. Students need to comprehend the basic foundations of why an organization measures marketing productivity; and those metrics that are used to market that productivity. The marketer must assess the return on investment and learn about marketing expenditures to ensure they utilize an effective method of assessment. Instructor can bring in sample products in the class and conduct research about the freshness and quality of the products. They can compile a report of the outcome of that research and send it to the corporate offices at the firm.

**Synopsis**

This video describes a historical overview that illustrates the growth and success at Dunkin’ Donuts. The company conducts extensive research to evaluate the freshness and quality of the products. It offers competitive products to meet consumer demands.

**Discussion Questions**

1. Explain how and why Dunkin’ Donuts conducts marketing research. Be specific.

*Dunkin’ Donuts conducts extensive marketing research to ensure the consumer receives the best products available in the marketplace. Industry is competitive and it is important for the company to understand the likes and dislikes of the consumer. The company conducts extensive market research to meet the distinct needs of the client demographic.*

1. Explain how Dunkin’ Donuts discovers if the extensive market research is effective.

*The company can realize the success of the products by measuring the demand of the brand compared to the competitors. It continues to be a strong brand with extensive sales that are expected to be $3 billion dollars at the time of the video.*

1. Dunkin Donuts implements extensive research to develop consumer products. Explain how Dunkin’ Donuts expands product offerings to meet the demands of the consumer. Be specific.

*Dunkin’ Donuts expands its fresh product offerings with high quality specialty drinks to the consumer audience. They are consistent in the quality of the product offerings.*

**Quiz**

1. What are two complimentary approaches that can be used to measure the marketing productivity at Dunkin’ Donuts?
   1. Marketing metrics to assess marketing affects
   2. Marketing-mix modeling to estimate casual relationships and how marketing activity affects outcome
   3. Marketing meetings to evaluate ideas to market new products
   4. Market estimation of demand

Answer: a and b

Explanation: Two complementary approaches that can be used to measure the marketing productivity at Dunkin’ Donuts include marketing metrics to assess marketing affects and marketing-mix modeling to estimate casual relationships and how marketing activity affects outcome.

1. Why does Dunkin’ Donuts use product development labs?
   1. To train the competitors to duplicate products
   2. To enable employees to manipulate the products
   3. Taste and evaluate coffee in the entire value chain
   4. They do not have product development labs

Answer: c

Explanation: Dunkin’ Donuts uses product development labs to test and evaluate coffee in the entire value chain. They taste and evaluate the coffee in the entire value chain

1. Why is it important to test products at Dunkin’ Donuts?
   1. To offer free samples to the consumer
   2. To determine what is acceptable to the consumer
   3. To determine how much money consumers are willing to spend in the store
   4. They do not test products at Dunkin’ Donuts

Answer: b

Explanation: Dunkin’ Donuts tests products at Dunkin’ Donuts to determine the likes and dislikes of the consumers. They focus on meeting the needs of the consumer to offer the products that are fresh and cost effective.

1. Which of the following is not one of the research instruments that the researchers at Dunkin’ Donuts could use in its research process?
   1. Questionnaire
   2. Qualitative measures
   3. Technological devices
   4. All of the above

Answer: d

Explanation: The three research instruments that Dunkin’ Donuts could use to determine the likes and dislikes of consumers include questionnaire, qualitative measures, and technological devices.

1. Which of the following is not one of the seven characteristics of good marketing research?
   1. Scientific method
   2. Research creativity
   3. Multiple methods
   4. Multiple channels

Answer: d

Explanation: The scientific method, research creativity, and multiple methods are three of the seven characteristics of good marketing research. The other four include interdependence of models and data, value and cost of information, healthy skepticism, and ethical marketing practices.

**Text:** Marketing Management

**Chapter 5**: **Creating Long-term Loyalty Relationships**

**Topic:** Long-term Relationships; Brand loyalty; Consumer satisfaction

**Learning Objectives:**

<general-problem label="1" maxpoints="1"><question label="1"><inst>1. </inst><para>What are customer value, satisfaction, and loyalty, and how can companies deliver them? </para></question></general-problem>

<general-problem label="2" maxpoints="1"><question label="2"><inst>2. </inst><para>What is the lifetime value of customers, and how can marketers maximize it? </para></question></general-problem>

<general-problem label="3" maxpoints="1"><question label="3"><inst>3. </inst><para>How can companies attract and retain the right customers and cultivate strong customer relationships and communities?

4. How do customers’ new capabilities </para></question></general-problem>affect the way companies conduct their marketing?

**Video Title: Harley Davidson**

**Link:** <http://media.pearsoncmg.com/ph/bp/bp_akamai/kotler/Harley_Davidson.html>

**Classroom Application:** Instructors will find this video useful in the study of how an organization can build a strong and beneficial long-term relationship with the consumer. Organizations create brand loyalty to ensure long-term consumer followership and loyalty. Consumers pay for the products and services that satisfy their needs. An organization that fails to meet the needs of consumers will not succeed in industry.

**Synopsis**

Harley Davidson is an established company that is known for its motorcycles. This video describes the unique brand relationship between Harley Davidson and the owners. It describes the brand loyalty and the value and satisfaction that it delivered to consumers for over one hundred years. The company cultivates strong brand loyalty with the diversified group of products and services it delivers to consumers.

**Discussion Questions**

1. Discuss how Harley Davidson delivers value and consumer satisfaction to consumers

*Harley Davidson continues to deliver value and consumer satisfaction to consumers because they continue to offer assessable dealerships that provide a diversified group of products and services to the consumer. They also created the owner’s club for consumers to enjoy.*

1. Describe how the Harley Davidson brand has created lifetime value to consumers.

*Harley Davidson has the ability to attract and retain the consumer. The special brand is a phenomenon that creates value to consumers in a way that they feel when they associate with the products. Past, current, and future generations enjoy the luxury that the Harley Davidson brand offers its consumers.*

1. Evaluate and discuss the concept that the Harley Davidson brand “gets into the soul” and discuss how that image contributes to cultivate strong consumer relationships.

*The Harley Davidson brand gets into the soul of the consumer with its special brand image. The image is one that projects freedom, individuality, and a sense of experiencing life.*

**Quiz**

1. What is the best marketing tool at Harley Davidson?
   1. Rider
   2. Web site
   3. Social media groups
   4. None of the above

Answer: a

Explanation: The video explained that the rider is the best marketing tool at Harley Davidson. It provides the “look and feel” known to be part of “Americana”.

1. Why does Harley Davidson use assessable dealerships to market a diversified group of products and services?
   1. To build strong long-term relationships
   2. A consumer trap to generate profits
   3. To reduce time traveled between dealerships
   4. All of the above

Answer: a

Explanation: The video explained that Harley Davidson uses assessable dealerships to market a diversified group of products and services. This creates a strong long-term relationship and individuals and groups are willing to purchase the Harley Davidson brands.

1. Which of the following benefit is not one of the components of the total customer perceived benefit of the customer perceived value at Harley Davidson?
   1. Image benefit
   2. Product benefit
   3. Services benefit
   4. Psychological cost

Answer: d

Explanation: Image benefit, product benefit, and services benefits are components of customer perceived benefits. The psychological cost is a total customer cost, not a benefit.

1. Which of the following is not a benefit to the Harley David consumer?
   1. Accessible dealerships
   2. Diversified products
   3. Diversified services
   4. No brand image

Answer: d

Explanation: Accessible dealerships, marketing opportunities, and diversified products and services are benefits to the Harley Davidson consumer. Brand image could be considered as a benefit to the Harley Davidson consumer.

1. Why are the development of additional dealerships and products important at Harley Davidson?
   1. Harley Davidson has no interest in growth
   2. They enhance future growth and profitability
   3. Harley Davidson is only interested in additional products and services
   4. None of the above

Answer: b

Explanation: The development of additional dealerships and products are important at Harley Davidson because they enhance the future growth and profits. In addition, additional dealerships help to meet the demands of the consumer.

**Text:** Marketing Management

**Chapter 6**: **Analyzing Consumer Markets**

**Topic:** Employee Motivation

**Learning Objectives:**

<general-problem label="1" maxpoints="1"><question label="1"><inst>**1.** </inst><para>How do consumer characteristics influence buying behavior? </para></question></general-problem>

<general-problem label="2" maxpoints="1"><question label="2"><inst>**2.** </inst><para>What major psychological processes influence consumer responses to the marketing program? </para></question></general-problem>

<general-problem label="3" maxpoints="1"><question label="3"><inst>**3.** </inst><para>How do consumers make purchasing decisions? </para></question></general-problem>

<general-problem label="4" maxpoints="1"><question label="4"><inst>**4.** In what ways do consumers stray from a deliberative, rational decision process?

**Video Title: Joie de Vivre (Hospitality Employee Motivation)**

**Link:** <http://media.pearsoncmg.com/ph/bp/bp_mylabs/akamai/template/video640x480.php?title=JoiedeVivreHospitality%20-%20Employee%20Motivation&clip=pandc/bp/2011/management/JDVH-VID1-WEB640.mov&caption=bp/bp_mylabs/akamai/2011/management/xml/JDVH-VID1-WEB640.adb.xml>

**Classroom Application:** Instructors will find this video useful in the study of employee motivation. A discussion of behavior being influenced by three factors: cultural, social and personal. Motivation is best met by implementing Maslow’s Hierarchy of Needs. Consumers can purchase products based on their needs, wants, and desires about a particular product or service. The consumer goes through processes that influence their buying behavior.

**Synopsis**

This video describes Joie de Vivre Hospitality and their philosophy on employee motivation. Management believes that the hotel business is a noble profession and that it’s important to provide a place to feel safe and create memories for the customer. The company’s mission statement is “joy of life”, with the desire to raise customer service to a new level by motivating their employees using Maslow’s hierarchy.

**Discussion Questions**

1. Explain how during the downturn in the hotel business in San Francisco, Joie de Vivre kept their line level employees feeling safe and secure.

*Line level employees all kept their jobs. Higher level employees took a pay freeze so that line level employees would feel secure, and this resulted in a better work performance.*

1. Discuss how employee and consumer behavior can be influenced.

*Employee and consumer behavior is influenced by three factors, cultural, social, and personal.*

1. Discuss the attributes that Joie de Vivre Hospitality boasts as a boutique hotel.

*A boutique hotel captures the local flavor, creating a place to feel safe all the while creating a memory, and by raising customer service to a new level of excellence.*

**Quiz**

1. Social factors include which of the following?
   1. Reference groups
   2. Family
   3. Social roles
   4. All of the above.

Answer: d

Explanation: Social factors that influence behavior include reference groups, family, social roles, and statuses.

1. Personal factors that influence behavior include which of the following?
   1. Age
   2. Occupation
   3. Personality
   4. All of these

Answer: d

Explanation: Personal factors that influence behavior include age, stage in the life cycle, occupation, economic circumstances, lifestyle, personality, and self-concept.

1. What are the three bottom tiers of Maslow’s hierarchy?
   1. Physiological needs, safety needs, social needs
   2. Safety needs, social needs, esteem needs
   3. Physiological needs, social needs, esteem needs
   4. Safety needs, esteem needs, self-actualization needs

Answer: a

Explanation: The base is physiological needs such as food, water and shelter; next is safety needs, and third is social needs such as a sense of belonging.

1. The typical buying process consists of the following sequence of events.
   1. Information search, evaluation of alternatives, decision
   2. Problem recognition, information search, evaluation of alternatives, decision
   3. Problem recognition, evaluation of alternatives, decision
   4. None of the above

Answer: b

Explanation: The typical buying process consists of the following sequence of events: problem recognition, information search, evaluation of alternatives, and purchase decision.

1. While money is an important motivator for employees, what tends to make them stay?
   1. Recognition
   2. Work environment
   3. Good boss
   4. All of these

Answer: d

Explanation: While money is an important motivator for employees, they tend to stay if they have a good boss that they can learn from, if they have a good work environment and if they receive the recognition they deserve.

**Text:** Marketing Management

**Chapter 7**: **Analyzing Business Markets**

**Topic:**  Business Markets; Consumer Markets

**Learning Objectives:**

<general-problem label="1" maxpoints="1"><question label="1"><inst>**1.** </inst><para>What is organizational buying? </para></question></general-problem>

<general-problem label="2" maxpoints="1"><question label="2"><inst>**2.** </inst><para>What buying situations do business buyers face? </para></question></general-problem>

<general-problem label="3" maxpoints="1"><question label="3"><inst>**3.** </inst><para>Who participates in the business-to-business buying process? </para></question></general-problem>

<general-problem label="4" maxpoints="1"><question label="4"><inst>**4.** </inst><para>How do business buyers make their decisions?

**5.** In what ways can business-to-business companies develop effective marketing programs? </para></question></general-problem>

**6<general-problem label="5" maxpoints="1"><question label="5"><inst>.** </inst><para>How can companies build strong loyalty relationships with business customers?

<general-problem label="6" maxpoints="1"><question label="6"><inst>**7.** </inst><para>How do institutional buyers and government agencies do their buying?

**Video Title: Hasbro**

**Link**: [winmedia.leg.akamai.pearsoncmg.com/ph/bp/bp\_video\_library/hasbro.wmv](http://winmedia.leg.akamai.pearsoncmg.com/ph/bp/bp_video_library/hasbro.wmv)

**Classroom Application:** Instructors will find this video useful in the study of business and consumer markets. Organizational buyers meet the needs of the consumer based on consumer demand; and business buyers purchase products to meet the needs of the consumer. An additional study of institutional buyers and how a government agency makes buying decisions would enhance the objectives in this lesson.

**Synopsis**

This video describes how Hasbro has maintained continued success in the marketplace. The company is a global organization that is active in more than 100 countries. Consumers and businesses both buy its products; and the company is successful at meeting the demands of consumers on a global basis. A diversified product base, compiled with alternative channels and product differentiation strategies enhance the strong relationship with business consumers.

**Discussion Questions**

1. Discuss some of the cultural factors that might influence the behavior of Hasbro when they expand into other countries.

*Hasbro is established in more than 100 countries. The products are made to accommodate the wants and needs because they are made to please the consumer. This is discovered through extensive research and understanding the likes and dislikes of the consumer.*

1. Describe who participates in the business and consumer markets at Hasbro. Be specific.

*The consumers include parents, children, tweens, and new customers. The business segment includes drugstores, retailers, and wholesale outlets.*

1. What are the advantages to Hasbro when they use mass merchants?

*Mass merchants shorten the supply chain. They have the ability to sell a large amount of products to a diversified group of businesses or consumers in many countries.*

**Quiz**

1. Which mass merchant does Hasbro include in its distribution strategy?
   1. Wal-Mart
   2. Target
   3. Toys “R” Us
   4. All of the above

Answer: d

Explanation: Hasbro distributes its products through Wal-Mart, Target, and Toys “R” Us.

1. What does Hasbro consider for its continued success?
   1. Product differentiation
   2. New distribution channels
   3. Shorter supply chains
   4. All of the above

Answer: d

Explanation: Hasbro ensures they offer a diversified group of products, they use new and effective distribution channels, and they have shorter supply chains.

1. What are the benefits of business markets at Hasbro?
   1. Alternate channels
   2. Consumers have options
   3. Both A and B
   4. None of the above

Answer: c

Explanation: The benefits of the business to business markets at Hasbro include alternative channels and the concept that the consumers have options.

1. What are the benefits associated with Hasbro as a result of working with international chains?
   1. Develop additional ideas
   2. Enhance marketability
   3. Benefit the brand image
   4. All of the above

Answer: d

Explanation: Hasbro acquires new and innovative ideas that enhance the marketability of new and existing products.

1. Hasbro is successful at establishing positive relationships with business customers. How does the company shorten the supply chain and maintain positive relationships?
   1. Bundling products
   2. Packaging combinations
   3. Both A and B
   4. None of the above

Answer: c

Explanation: Hasbro bundles products and uses packaging combinations of toys based on consumer demands and preferences. As a result, they maintain long-term relationships.

**Text:** Marketing Management

**Chapter 8**: **Tapping Into Global Markets**

**Topic:** Global Marketing

**Learning Objectives:**

<general-problem label="1" maxpoints="1"><question><inst>**1.** </inst><para>What factors should a company review before deciding to go abroad? </para></question></general-problem>

<general-problem label="2" maxpoints="1"><question><inst>**2.** </inst><para>How can companies evaluate and select specific international markets to enter?

**3**. What are the differences between marketing in a developing and a developed market? </para></question></general-problem>

<general-problem label="3" maxpoints="1"><question><inst>**4.** </inst><para>What are the major ways of entering a foreign market? </para></question></general-problem>

<general-problem label="4" maxpoints="1"><question><inst>**5.** </inst><para>To what extent must the company adapt its products and marketing program to each foreign country?

**6.** How do</para></question></general-problem> marketers influence country-of-origin effects?

**Video Title: Strawberry Frog: Behind the Scenes of an Advertising Campaign**

**Link:** <http://winmedia.leg.akamai.pearsoncmg.com/ph/bp/bp_video_library/StrawberryFrog.wmv>

**Classroom Application:** Instructors will find this video useful in the study of the global firm. Students need to understand how companies evaluate a market prior to entry; and understand how new and existing products and services need different considerations. Students need to understand a variety of tools that can assist an organization to evaluate the market in a foreign country; and how marketers can affect and influence the segments in the markets.

**Synopsis**

This video describes how a company can maintain a competitive advantage based on the way they position their strategies. Students evaluate and compare modes of entry; and how to target a specific market on a global basis.

**Discussion Questions**

1. Discuss how the Strawberry Frog gains a competitive advantage when it makes decisions on the selection of demographics before they decide to enter into markets. Be specific.

*Strawberry Frog gains a competitive advantage because it is known as the “hippest” global advertising company. The organization is dynamic because it has the ability to attract consumers without actually selling products. This “hip” advertising firm has gained the respect and loyalty of the consumer.*

1. Explain why Strawberry Frog provided the Internet as a mode of entry to advertise the film *The Running Fish Gutter* in addition to the standard film festival circuit*.* How did this enhance a global presence?

*The Internet was used to provide the consumers, known as “sneakerhead” demographic, because that Internet is very popular to that demographic. It is a less expensive than traditional advertising method compared to commercials. This permitted Strawberry Frog to reach approximately nine million viewers.*

1. On deciding on a marketing program, how do you believe that Strawberry Frog evaluates global similarities and differences?

*Strawberry Frog conducts extensive market research to evaluate the global similarities and differences of a product or service in a variety of countries. Different countries have similar and different demographics, cultures, and social preferences. It is important to understand the trends related in those countries to implement effective marketing goals and strategies.*

**Quiz**

1. Strawberry Frog determined decided to advertise *The Running Fish Gutter* on the Internet. Which criteria listed below describes why the firm chose the Internet?
   1. Market attractiveness
   2. Risk
   3. Competitive advantage
   4. All of the above

Answer: d

Explanation: Strawberry Frog chose to advertise on the Internet because it was attractive to the target market, the risk was low, and it gained a competitive advantage because the target market is Internet savvy and more than nine million individuals from a variety of countries viewed the film.

1. What was the major factor that the firm used to determine the target market to advertise *The Running Fish Gutter* film?
   1. Demographics
   2. Market need
   3. Economic
   4. None of the above

Answer: a

Explanation: The firm evaluated the target market by demographics to establish the target market.

1. Which of the following is not a reason that Strawberry Frog would enter a foreign market?
   1. Better profit opportunity than the domestic market
   2. Company needed a larger consumer base
   3. Reduce dependence on a particular market
   4. Abundant domestic market

Answer: d

Explanation: Strawberry Frog could consider going abroad if they have a better profit opportunity than a domestic market, the company might need a larger consumer base, to reduce dependence in a particular market, company decides to counterattack global competition, and consumers go abroad to receive service. If Strawberry Frog’s domestic market were large enough they would not need to enter into a foreign market.

1. What is the name of the demographic that the Strawberry Frog targeted in its advertising strategy?
   1. Snakehead
   2. Sneakerhead
   3. Strawberry head
   4. None of the above

Answer: b

Explanation: The Strawberry Frog targeted the advertising strategy to the “Sneakerhead” demographic.

1. The Strawberry Frog targets individuals and groups in a variety of countries. Which of the following should Strawberry Frog consider when they promote products in different countries?
   1. Cult differences
   2. Cultural differences
   3. Contained differences
   4. Cumulative differences

Answer: b

Explanation: The firm should consider the cultural differences to ensure they provide superior service in a variety of countries.

**Text:** Marketing Management

**Chapter 9**: **Identifying Market Segments and Targets**

**Topic:** Understanding Consumers; Building Brands

**Learning Objectives:**

<general-problem label="2" maxpoints="1"><question label="2"><inst>**1.** </inst><para>In what waysIn what ways can a company divide the consumer market into segments? </para></question></general-problem>

**2**. How should business markets be segmented?

**3**<general-problem label="4" maxpoints="1"><question label="4"><inst>**.** How should a company choose the most attractive target markets?

<general-problem label="3" maxpoints="1"><question label="3"><inst>**4.** What are the requirements for effective segmentation?

<general-problem label="1" maxpoints="1"><question label="1"><inst>**5.** </inst><para>What are the different levels of market segmentation?

**Video Title: Proctor and Gamble**

**Link:** <http://media.pearsoncmg.com/ph/bp/bp_akamai/solomon/Procter_Gamble.html>

**Classroom Application:** Instructors will find this video useful in the study of identification of market segments and targets. Understanding consumers is the cornerstone of success for Proctor & Gamble. This company is a great example of a customer centric company who is an innovator both in building brands and understanding consumers.

**Synopsis**

Business Now looks at Proctor & Gamble who is an innovator both in building brands and understanding consumers. This video describes how P&G started out in 1882 with a newspaper advertisement to establish trust by explaining that Ivory Soap floats so you can find the bar in the tub. This philosophy of trust was evidenced by their other brands advertisements, for example “Look Ma – No cavities” was the ad for Crest. In order to identify market segments and targets, P&G considers it vital to understand the consumer; in addition to understanding how the brand plays a part in the consumers’ life. P&G accomplishes this through focus groups and research with consumers. The Internet plays a critical role in both research and marketing now.

**Discussion Questions**

1. What does Proctor & Gamble consider the cornerstone of success?

*Being an innovator by understanding consumers and building brands based on that understanding. Not just of the brand and use, but, of the entire experience and the part the brand plays in the consumers’ life.*

1. Why did P&G change their product positioning for pampers?

*P&G changed their product positioning for pampers from absorption to a brand about baby development. This change from a functional equity to a broad emotional equity has resulted in a different look in the product and marketing plan.*

1. Is the Internet an effective way to launch a product and reach your target market?

*Yes, for P&G one of the most successful product launch in history took place on the Internet for Crest White strips with over $220 million in sales in the first year.*

**Quiz**

1. Some marketing approaches combine which major segmentation variables to get a better understanding of consumers?
   1. Geographic
   2. Generation
   3. Benefits
   4. All of these

Answer: d

Explanation: P&G tries to find out through focus groups and research everything about the consumer including their experience and the part the brand plays in their life.

1. Demographic characteristics help to determine the size of the market and the media that should be used to reach it efficiently. What types of media have P&G used?
   1. Newspaper & TV Commercials
   2. TV Commercials & Internet
   3. Newspaper, TV Commercials & Internet
   4. Newspaper, TV Commercials, Product Placement and Internet

Answer: d

Explanation: P&G first used a newspaper ad in 1882; then went to TV ads and started product placement on daytime television; currently integrating the internet into their advertising media.

1. P&G initially targeted specific segments with its Crest Whitestrips. What is this method called
   1. Single-segment concentration
   2. Mass marketing
   3. Multiple segment specialization
   4. Individual marketing

Answer: c

Explanation: P&G initially targeted engaged women, brides to be and gay males in a multi-segment strategy, which they later expanded.

1. P&G uses what technology to share best practices with marketers throughout the world?
   1. iPhone
   2. Internet
   3. Cable
   4. Fax

Answer: b

Explanation: P&G uses the Internet as a resource to share best practices with marketers throughout the world.

1. P&G is always looking for new ways to reach out to consumers. Sometimes this is accomplished by the introduction of new products or new product categories. Which of the following products was at the consumer’s request?
   1. Crest Whitestripes
   2. Pampers
   3. Swiffer
   4. Tide

Answer: c

Explanation: Consumers requested something fast and easy that even kids could do and after extensive market research, Swiffer was launched.

**Text:** Marketing Management

**Chapter 10**: **Crafting the Brand Positioning**

**Topic:** Developing and Establishing Brand Positioning

**Learning Objectives:**

<general-problem label="1" maxpoints="1"><question label="1"><inst>1. </inst><para>How can a firm develop and establish an effective positioning in the market?</para></question></general-problem>

<general-problem label="2" maxpoints="1"><question label="2"><inst>2. How do marketers identify and analyze competition? </para></question></general-problem>

3<general-problem label="2" maxpoints="1"><question label="2"><inst>. </inst><para></inst><para>How are brands successfully differentiated?

4. How do firms communicate their positioning?

5. What are some alternative approaches to positioning?

6. What are the differences in positioning and branding for a small business?

**Video Title: Marriott**

**Link:** [winmedia.leg.akamai.pearsoncmg.com/ph/bp/bp\_video\_library/marriott.wmv](http://winmedia.leg.akamai.pearsoncmg.com/ph/bp/bp_video_library/marriott.wmv)

**Classroom Application:** Instructors will find this video useful in the study of brand positioning, brand differentiation strategies, and branding. Discuss how marketers identify and analyze the competition in a small business environment.

**Synopsis**

Marriott stays on top of their game with market segmentation and targeting those segments. This video describes how Marriott decided to enhance customer value by segmenting the market, and providing each with a distinct brand and style all under the brand identity of Marriott. Marriott’s brand identity is a commitment to superior customer service, which starts with training employees to have a passion for service.

**Discussion Questions**

1. Discuss the competition at Marriott. How does Marriott identify and analyze competition?

*The Marriott identifies the market segments first, and then they conduct a SWOT analysis to determine their strengths, weaknesses, opportunities and threats in the external environment for each segment.*

1. Explain how Marriott is successful in brand differentiation strategies? Be specific.

*The Marriott has a different brand for each market segment that has an individual and distinct brand and style. For example, for the extended stay segment, they have Residence Inn with features such as spacious suites with separate living and sleeping areas, fully equipped kitchens, free Wi-Fi and designed to provide travelers with everything they need to thrive on long stays. In contrast, the Town Place Suites are designed for the value-conscious extended stay guest.*

1. Discuss how Marriott differentiates the brand identify from the competition.

*First is employee differentiation; under the Marriott brand identity, they strive for service excellence, and they have employees that receive enhanced training and they provide superior customer service.*

**Quiz**

1. What must a company study in order to develop effective positioning?
   1. Actual and potential customers
   2. Competitors
   3. Both A and B
   4. Neither A nor B

Answer: c

Explanation: In order to develop effective positioning, a company must study competitors, actual customers, and the potential customers in the business environment.

1. Which of the following reveals the brand differentiation that contributes to the Marriott brand identity?
   1. Distinct design of each segment brand
   2. Service excellence by well trained employees
   3. Brand significance
   4. A and B

Answer: d

Explanation: The distinct design of each segment brand and the service excellence by the well-trained employees are the brand differentiation strategies that provide the Marriott brand identity with a competitive advantage.

1. Since Marriott offers a wide array of hotels, how do they market them?
   1. Independently
   2. As a Portfolio
   3. Both A and B
   4. None of the above

Answer: c

Explanation: The Marriott brand markets them as a portfolio and the individual hotels market them independently.

1. Points of difference are attributes that consumers associate with a particular brand and they believe that they could not find those attributes at a competitor firm. Which of the following traits are needed to be considered a point of difference?
   1. Desirable to the consumer; deliverable by the company; differentiated from competition
   2. Desirable to the consumer; promised by the company; differentiated from competition
   3. Undesirable to the consumer; promised by the company; differentiated from competition
   4. Desirable to the consumer; deliverable by the company; the same as the competition

Answer: a

Explanation: The three criteria used to determine whether a brand can function as a point of difference is desirability, deliverability, and differentiability.

1. Which of the following describes how Marriott builds its marketing strategy?
   1. Segmentation
   2. Targeting
   3. Positioning
   4. All of the above

Answer: d

Explanation: Marriott discovered the different needs and groups within the hotel marketplace, they targeted those segments that they can satisfy, and next they position its offerings so the target market recognizes the distinctive offerings recognized at the company.

**Text:** Marketing Management

**Chapter 11**: **Creating Brand Equity**

**Topic:** Building Strong Brands

**Learning Objectives:**

<general-problem label="1" maxpoints="1"><question><inst>**1.** </inst><para>What is a brand, and how does branding work? </para></question></general-problem>

<general-problem label="2" maxpoints="1"><question><inst>**2.** </inst><para>What is brand equity?</para></question></general-problem>

<general-problem label="3" maxpoints="1"><question><inst>**3.** </inst><para>How is brand equity built?

**4**. How is brand equity measured?

**5**. How is brand equity managed? </para></question></general-problem>

<general-problem label="4" maxpoints="1"><question><inst>**6.** </inst><para>What is brand architecture?

**7**. What is customer equity?

**Video Title: American Express**

**Link:** [winmedia.leg.akamai.pearsoncmg.com/ph/bp/bp\_video\_library/amex.wmv](http://winmedia.leg.akamai.pearsoncmg.com/ph/bp/bp_video_library/amex.wmv)

**Classroom Application:** Instructors will find this video useful in the study of brands and the creation of brand equity. American Express credit cards started as the preferred card for business and through brand extensions, they have expanded their card offerings to meet the needs of different segments. They creatively designed “webisodes” to market their new products.

**Synopsis**

This video describes the brand American Express. American Express has reached consumers by keeping up with the changing needs of the population. They started out in the 1800’s as a freight company, and then expanded into traveler’s checks. Next, they became known as the preferred credit card for businesses. Over time, through brand extensions, they expanded their card offerings to meet the needs of different segments. American Express believes that if you stay close to what the consumer wants, and continue to give value you can create new channels.

**Discussion Questions**

1. Discuss how American Express uses brand equity to attract and retain clients.

*American Express advertising conveyed the prestige associated with the card. Cardholders are called “card members”, and the year they became members is on their card – this implies membership to a club. American Express cards were perceived as a status symbol, signifying success and achievement.*

1. Explain how American Express changed people’s perception of the card from that of use for special occasions such as fine dining to one for everyday use.

*American Express implemented a new marketing message; to use the card everywhere. They infused entertainment into the ads, creating “webisodes” and posting them on the Internet. This changed people’s perceptions and created new behaviors.*

1. Describe some of the brand extensions created by American Express.

*In order to meet the needs of other different segments, they introduced gold and platinum cards. Later, they offered the Blue Card, which was a successful forward-thinking concept. In the newspaper ad they said it was “Y2K Compliant”. In addition, they are offering rewards programs to attract and retain consumers.*

**Quiz**

1. In order to create customer equity, American Express offers
   1. High level of customer service
   2. Rewards Programs
   3. Both a and b
   4. Neither a nor b

Answer: c

Explanation: American Express has earned a reputation for the highest level of customer service. This is in addition to the offering of a rewards program in an effort to give the customer value and equity.

1. In order to reinforce brand equity in the mind of the consumers, what do marketers have to reinforce?
   1. What it is
   2. What benefit it is
   3. What need it satisfies
   4. All of the above

Answer: d

Explanation: Marketers must reinforce brand equity by reminding the consumer what the product is, the benefit associated with the product, and the consumer need that it satisfies.

1. The American Express brand has included which of the following in the family of brands?
   1. Traveler’s checks; credit cards
   2. Traveler’s checks; freight
   3. Freight, credit cards; computers
   4. Freight, credit cards; traveler’s checks

Answer: d

Explanation: When American Express first started it was a freight company, they then offered traveler’s checks and then became known as the credit card with distinction.

1. What are some of the marketing advantages of a Strong Brand?
   1. Improved employee recruiting and retention
   2. Greater loyalty
   3. Additional brand extension opportunities
   4. All of the above

Answer: d

Explanation: The marketing advantages of a strong brand, as demonstrated by American Express and listed in the text, are improved employee recruiting and retention; greater loyalty; and additional brand extension opportunities.

1. According to American Express, the consumer drives what the card stands for, respectfully. The marketer’s vision of what the brand must be and do for the consumers is known as which of the following?
   1. Loyalty pledge
   2. Brand appeal
   3. Brand promise
   4. Vision

Answer: c

Explanation: The marketer’s vision of what the brand must be and do for the consumer is known as the brand promise. However, according to American Express, the consumer drives the brand promise.

**Text:** Marketing Management

**Chapter 12**: **Addressing Competition and Driving Growth**

**Topic:** Competitive Dynamics and Marketing Strategies

**Learning Objectives:**

**1<general-problem label="3" maxpoints="1"><question label="3"><inst>.** Why is it important for companies to grow the core of their business?

**2.** </inst><para>How can market leaders expand the total market and defend market share? </para></question></general-problem>

**3<general-problem label="4" maxpoints="1"><question label="4"><inst>.** </inst><para>How should market challengers attack market leaders? </para></question></general-problem>

**4<general-problem label="5" maxpoints="1"><question label="5"><inst>.** </inst><para>How can market followers or nichers compete effectively?

**5<general-problem label="3" maxpoints="1"><question label="3"><inst>.** </inst><para>What marketing strategies are appropriate at each stage of the product life cycle?

**6.** How should marketers adjust their strategies and tactics during slow economic growth?

**Video Title: Gawker Media**

**Link** [http://media.pearsoncmg.com/ph/bp/bp\_mylabs/akamai/template/video640x480.php?title=GawkerMedia -%20Business%20in%20a%20Global%20Economy&clip=pandc/bp/2011/management/GWKR-VID4-WEB640.mov&caption=bp/bp\_mylabs/akamai/2011/management/xml/GWKR-VID4-WEB640.adb.xml](http://media.pearsoncmg.com/ph/bp/bp_mylabs/akamai/template/video640x480.php?title=GawkerMedia%20-%20Business%20in%20a%20Global%20Economy&clip=pandc/bp/2011/management/GWKR-VID4-WEB640.mov&caption=bp/bp_mylabs/akamai/2011/management/xml/GWKR-VID4-WEB640.adb.xml)

**Classroom Application:** Instructors will find this lesson useful in the study of a global organization that is a market leader. Market leaders expand the total market and they strive to defend market share in industry. Students need to understand competitive strategies associated with market leaders and followers; and additional instruction to enhance how a global organization can adjust their strategies in the event of economic turmoil.

**Synopsis**

This video describes the dynamic firm, Gawker Media, and how they are a market leader in industry. Students learn the challenges associated with globalization; and the marketing strategies associated with market leaders in a global capacity.

**Discussion Questions**

1. Why doesn’t Gawker Media use remnant advertising to enhance their profitability and growth potential?

*Gawker Media considers integrity as they establish strategies and continue to compete in the marketplace. It does not use remnant advertising, or hold space, to acquire a significant amount of revenue. Instead, Gawker Media uses extra space for the “Gawker Artists”, or the emerging artists, so they can use the space left on the advertisement page to establish presence as emerging artists.*

1. Discuss why Brazil’s cell phone market is a challenge to Gawker Media. Be specific.

*The cell phone market in Brazil is behind compared to markets in other developed countries. For example, there would be content issues because the market penetration lags behind the United States from approximately one year to eighteen months.*

1. What major challenges are associated with the open physical offices compared to online options?

*Two major challenges of an open physical office include the widespread growth potential and the language or cultural barriers associated with the establishment of a physical office.*

**Quiz**

1. In order to challenge global markets, which of the following countries did Gawker Media establish partnerships to increase its share of the market?
   1. London
   2. Australia
   3. Japan
   4. All of the above

Answer: d

Explanation: Gawker Media established successful partnerships in London, Australia, and Japan.

1. Which of the following explains why Gawker Media was able to compete in Japan?
   1. Partnerships
   2. Censorships
   3. Graphic Artists
   4. Engineers

Answer: a

Explanation: Gawker Media established partnerships in Japan to overcome language and cultural barriers.

1. Why did Gawker Media want to establish a partnership in India?
   1. Business minded culture
   2. Savvy
   3. Best engineers in the world
   4. All of the above

Answer: d

Explanation: Gawker Media wanted to establish partnerships in India because they are known as business minded, savvy, and they have some of the best engineers in the world.

1. Who did Gawker Media select to fill the unused advertising space in its publications?
   1. Art Sales
   2. Gawker Artist
   3. European Artists
   4. Japanese Art Sales

Answer: b

Explanation: Gawker Media selected emerging artists, known as Gawker Artists, to use the extra space in publications.

1. Which of the following was a risk to Gawker Media’s presence in China?
   1. Censorship
   2. Dolls
   3. Fast growth
   4. None of the above

Answer: a

Explanation: Censorship was a major risk to Gawker Media’s presence in China.

**Text:** Marketing Management

**Chapter 13**: **Setting Product Strategy**

**Topic:** Product Strategies

**Learning Objectives:**

<general-problem label="1" maxpoints="1"><question label="1"><inst>**1.** </inst><para>What are the characteristics of products, and how do marketers classify products?</para></question></general-problem>

<general-problem label="2" maxpoints="1"><question label="2"><inst>**2.** </inst><para>How can companies differentiate products?

**3.** Why is product des</para></question></general-problem>ign important, and what are the different approaches taken?

**4.** How can marketers best manage luxury brands?

**5.** What environmental issues must marketers consider in their product strategies?

6<general-problem label="3" maxpoints="1"><question label="2"><inst>**.** </inst><para>How can a company build and manage its product mix and product lines?</para></question></general-problem>

7<general-problem label="4" maxpoints="1"><question label="2"><inst>**.** </inst><para>How can companies combine products to create strong co-brands or ingredient brands?</para></question></general-problem>

8<general-problem label="5" maxpoints="1"><question label="2"><inst>**.** </inst><para>How can companies use packaging, labeling, warranties, and guarantees as marketing tools?

**Video Title:** General Electric

**Link:** <http://media.pearsoncmg.com/ph/bp/bp_akamai/kotler/General_Electric.html>

**Classroom Application:** Instructors will find this video useful in the study of how to implement and develop a product strategy. GE demonstrates how the use of new product innovation and comprehensive brand positioning that you can move upscale in price, while still creating an emotional impact during the buying experience.

**Synopsis**

GE feels that consumers can have an emotional buying experience when it comes to appliances. This video describes how GE, after years in a pricing slump, implemented new product innovation and comprehensive brand positioning for their Profile and Monogram brands of appliances. By investing in style and innovation, they have gone upstream in price. They also implemented a limited distribution strategy to reveal elegant and upscale trends. This enhanced five years of double-digit growth at GE.

**Discussion Questions**

1. Why did GE implement a limited distribution strategy?

*In order to maintain a premium image for their trendy and upscale appliances, they wanted to be sure that the distributors had enough room and they were willing to display them in an elegant and upscale manner.*

1. How was GE able to evoke an emotional buying experience for customers purchasing appliances?

*By implementing a new product innovation strategy, it made trendy and upscale appliances that appealed to the affluent, which started to make over their kitchens for the look, not just because they needed new appliances.*

1. How was GE able to move upstream in price?

*Concentrating on new product innovation and comprehensive brand positioning allowed GE to demonstrate quality and uniqueness that consumers wanted. This created an emotional buying experience, which resulted in 5 years of double-digit growth.*

**Quiz**

1. GE decided to invest in what in order to come out of their pricing slump?
   1. New product innovation
   2. Comprehensive brand positioning
   3. Limited distribution strategy
   4. All of the above

Answer: d

Explanation: After years in a pricing slump, GE decided to invest in new product innovation and comprehensive brand positioning. The offered trendy and upscale appliances in a limited distribution strategy; and they were able to go upstream in price.

1. What product line did GE focus and concentrate on in their innovation and brand positioning strategy?
   1. Profile & Monogram brands
   2. Cafe
   3. GE
   4. Energy Star

Answer: a

Explanation: GE Profile & Monogram lines of appliances bring a new level of style and performance to the kitchen.

1. Initially, what did GE’s appliances lack?
   1. Differentiation
   2. Appeal
   3. Durability
   4. Reliability

Answer: a

Explanation: Initially GE’s appliance lacked differentiation, as they were similar to most others on the market. New product innovation changed that giving them a trendy look.

1. GE is able to price Profile & Monogram brands higher as they are considered
   1. Convenience goods
   2. Services
   3. Luxury brands
   4. Nondurable goods

Answer: c

Explanation: Profile and Monogram are their luxury brands. They are trendy and upscale evoking an emotional buying experience as they appeal to the affluent clients that seek to replace all of their appliances.

1. What are some benefits of a limited distribution strategy for the Profile and Monogram brands?
   1. Allows them to maintain a premium image
   2. Ensures a pleasurable purchase experience
   3. Create an inspirational image via the store display
   4. All of the above

Answer: d

Explanation: GE used a limited distribution strategy. As a result, it created an inspirational image by creating a pleasurable store display; and requiring a certain square footage and upscale display.

**Text:** Marketing Management

**Chapter 14**: **Designing and Managing Services**

**Topic:** Service Classification; Services Marketing; Service Improvement Strategies

**Learning Objectives:**

<general-problem label="1" maxpoints="1"><question label="1"><inst>**1.** </inst><para>How can services be defined and classified, and how do they differ from goods?</para></question></general-problem>

<general-problem label="2" maxpoints="1"><question label="2"><inst>**2.** What are the new services realities? </inst><para></para></question></general-probl

<general-problem label="3" maxpoints="1"><question label="3"><inst>**3.** How can companies achieve excellence in services marketing?</inst><para></para></question></general-problem>

<general-problem label="4" maxpoints="1"><question label="4"><inst>**4.** How can companies improve service quality?</inst><para></para></question></general-problem>

<general-problem label="5" maxpoints="1"><question label="5"><inst>**5.** </inst><para>How can goods marketers improve customer-support services?

**Title: AFLAC**

**Link:** [winmedia.leg.akamai.pearsoncmg.com/ph/bp/bp\_video\_library/aflac.wmv](http://winmedia.leg.akamai.pearsoncmg.com/ph/bp/bp_video_library/aflac.wmv)

**Classroom Application:** Instructors will find this video useful in the study of the design and management of services in a marketing environment. Services are different than goods; however, it is important that the marketer develop and produce designs that are specific to a particular service. A company can differentiate its service and achieve excellence and quality services. Students learn how a marketer can improve the customer-support services in a company and achieve organizational goals.

**Synopsis**

This video describes the continued growth and success at AFLAC after they initiated an advertising campaign. The development of the white AFLAC duck increased sales and made AFLAC a popular brand. Consumers recognized the brand and it continued to grow and increase in sale of insurance services.

**Discussion Questions**

1. The creation of the AFLAC duck in an advertising campaign created brand awareness and increased sales in a very short period of time. Discuss the drawbacks of the rapid growth at AFLAC.

*The rapid growth at AFLAC created a challenge to the organization because it was not prepared for the growth. The company knew that the rapid growth stressed the internal systems.*

1. Explain the CEO philosophy at AFLAC. Be specific.

*The CEO philosophy at AFLAC was that if you never make a mistake you probably aren’t taking enough risks”. This philosophy was noted after the extensive and rapid growth at AFLAC. The company had to refocus goals to ensure quality at AFLAC.*

1. Discuss the growth at AFLAC after the financial services advertisement of the AFLAC duck. How did this affect the organization?

*The rapid growth at AFLAC after the advertisement of the AFLAC duck created an increase from approximately ten percent to eighty-nine percent. The company was not prepared for the extensive amount of growth at the company in a short period of time. It stressed the system and the company had to refocus its goals to accommodate growth.*

**Quiz**

1. Which of the following describes the service strategy at AFLAC?
   1. Sell more advertisements
   2. Sell more retail products
   3. Sell more insurance
   4. None of the above

Answer: c

Explanation: The service strategy at AFLAC is to sell more insurance policies.

1. Rapid growth at AFLAC increased the business. Which of the following describes how the company had to refocus its goals in order to maintain service standards and enhance quality control?
   1. Growth
   2. Expansion
   3. Customer service
   4. All of the above

Answer: d

Explanation: Rapid growth at AFLAC resulted in goals that refocused commitment to growth, expansion, and customer service.

1. What was the primary result of the financial services AFLAC duck advertisement?
   1. Brand recognition
   2. Brand decline
   3. Brand compatibility
   4. None of the above

Answer: a

Explanation: The primary result of the financial services AFLAC duck advertisement was brand recognition.

1. Who was responsible of selling services at AFLAC after the advertising campaign increased brand awareness?
   1. The CEO
   2. The agent
   3. The duck
   4. None of the above

Answer: b

Explanation: The agent was responsible for the sale of services at AFLAC after the advertising campaign increased brand awareness. The duck was created to enhance brand awareness, not sell the services.

1. How could good marketers improve customer-support services in the future to accommodate excessive growth?
   1. Plan
   2. Control
   3. Implement
   4. Develop

Answer: a

Explanation: In the future, good marketers need to plan for the unexpected. They need to establish pans to accommodate both success and failure.

**Text:** Marketing Management

**Chapter 15**: **Introducing New Market Offerings**

**Topic:** New product offerings; new product development; product development process.

**Learning Objectives:**

1. How can new products be categorized?

<general-problem label="1" maxpoints="1"><question><inst>2. </inst><para>What challenges does a company face in developing new products and services?</para></question></general-problem>

3<general-problem label="2" maxpoints="1"><question><inst>. </inst><para>What organizational structures and processes do managers use to oversee new-product development?</para></question></general-problem>

<general-problem label="3" maxpoints="1"><question><inst>4. </inst><para>What are the main stages in developing new products and services?

5. What is the best way to manage the generation of new ideas?

6. What is the best way to manage concept and strategy development?

7. What is the best way to manage the commercialization of new products?</para></question></general-problem>

<general-problem label="5" maxpoints="1"><question><inst>8. </inst><para>What factors affect the rate of diffusion and consumer adoption of newly launched products and services?

**Video Title:** Honest Tea

**Link:** http:// winmedia.leg.akamai.pearsoncmg.com/ph/bp/bp\_video\_library/honesttea.wmv

**Classroom Application:** Instructors will find this video useful in the study of the development of new products into new and innovative markets. Students observe the challenge or risk associated with this new product and they observe the stages involved in the development of structure in this organization. Students also observe how consumers are targeted and how they adopt this new product to enhance their community.

**Synopsis**

This video describes how Seth Goldman developed an organic company to fill a gap that existed because he could not seem to quench his thirst; and there were no products or services in the market that fulfilled this need. He implemented a philanthropic business practice that grew from an idea into a successful and philanthropic business.

**Discussion Questions**

1. Seth Goldman was successful in the development of Honest Tea. What were some of the challenges associated with the development of this product?

*Seth Goldman took an idea and turned that idea into a successful business. The challenge that existed included the risk associated with new product development. He took a risk with a simple product sample. It took time to breakeven on this product; and the risk that consumers would not want to purchase the organic Honest Tea product.*

1. What processes did Seth Goldman oversee to implement and develop Honest Tea?

*Seth Goldman realized that he had a good product; and he first formed a partnership with a former professor to market this product. He created a sample and he used it to market the product. The business grew to a remarkable company that was not only a socially responsible company, but a company that produces a healthy product for consumers to enjoy.*

1. Did Seth Goldman focus on incremental innovation when he developed the new product? Why or why not?

*Seth Goldman focused on incremental innovation because he focused on creating a team that was a healthier product for consumers to enjoy. Honest Tea products have less sugar and more ingredients that are produced from natural products. At the time of this video, there were eleven varieties of the tea to provide consumers a healthier product*.

**Quiz**

1. Which of the following was not a drawback at Honest Tea?
   1. Shortage of important ideas in certain areas
   2. Fragmented markets
   3. Lack of organizational support
   4. Socially responsible product

Answer: d

Explanation: The development of a socially responsible product was not a drawback at Honest Tea. There was no shortage of important ideas, fragmented markets, or lack of organizational support at Honest Tea.

1. How did Seth Goldman start the new-product development process?
   1. Idea to create an organic soft drink to quench thirst
   2. Idea to make a tremendous amount of money
   3. Idea to purchase Lipton Tea in a long-term marketing strategy
   4. Idea to quit work and travel

Answer: a

Explanation: Seth Goldman initiated the new-product development process with the idea to develop a new and organic product that quenched thirst.

1. What is the name of the concept that Seth Goldman created a new organic soft drink that was not previously introduced in the market?
   1. Parallel entry
   2. Late entry
   3. First entry
   4. Soft drink mover

Answer: c

Explanation: Honest Tea can be considered a first entry strategy because he originated a socially responsible organic soft drink that is a healthier soft drink alternative.

1. Which of the following was not a stage in the new development process at Honest Tea?
   1. Awareness
   2. Interest
   3. Evaluation
   4. Market decline

Answer: d

Explanation: The stages in the new development process include awareness, interest, evaluation, trial, and adoption. Market decline is not a stage in the new development process.

1. When Seth Goldman partnered with the partners in South America, this is considered?
   1. Target market
   2. Tangent market
   3. Tolerant market
   4. Reluctant market

Answer: a

Explanation: A target market is the company or group that the company focuses to implement sales or strategies.

**Text:** Marketing Management

**Chapter 17: Designing and Managing Integrated Marketing Channels**

**Topic:** Marketing Channel Systems; Value Network; Channel Design; E-Commerce

**Learning Objectives:**

<general-problem label="1" maxpoints="1"><question><inst>**1.** </inst><para>What is a marketing channel system and value network?<CORE> </CORE></para></question></general-problem>

<general-problem label="2" maxpoints="1"><question label="2"><inst>**2.** </inst><para>What work do marketing channels perform?<CORE> </CORE></para></question></general-problem>

<general-problem label="3" maxpoints="1"><question label="3"><inst>**3.** </inst><para>How should channels be designed?<CORE> </CORE></para></question></general-problem>

<general-problem label="4" maxpoints="1"><question label="4"><inst>**4.** </inst><para>What decisions do companies face in managing their channels?<CORE> </CORE>

**5**. How should companies integrate channels?<CORE> </CORE></para></question></general-problem>

<general-problem label="5" maxpoints="1"><question label="5"><inst>**6.** What are the key channel issues in e-commerce?<CORE> </CORE>

**7**. What are the key channel issues in m-commerce?<CORE> </CORE></inst><para></para></question></general-problem>

<general-problem label="6" maxpoints="1"><question label="6"><inst>**8.** How should companies manage channel conflict?<CORE> </CORE>

**Video Title: Progressive**

**Link:** [winmedia.leg.akamai.pearsoncmg.com/ph/bp/bp\_video\_library/Progressive.wmv](http://winmedia.leg.akamai.pearsoncmg.com/ph/bp/bp_video_library/Progressive.wmv)

**Classroom Application:** Instructors will find this video useful in the study of how marketers can create value in marketing channels. The marketers in organizations evaluate how channels are designed; and they continue to evaluate those channels and develop effective plans as channels grow or decline. Marketers evaluate the key issues related to e-commerce and m-commerce in their ability to maintain a competitive force in the marketplace; and to reach other segments of consumers in a technological environment.

**Synopsis**

This video describes a historical overview of the changes at Progressive. The video describes new marketing channels and how those channels provide a new way to expand the consumer base. Progressive was successful in its ability to integrate channels and develop new channels to ensure the continued growth and competitiveness within the organization.

**Discussion Questions**

1. Discuss how the new toll-free telephone number created a new marketing channel at Progressive. Was this new marketing channel effective? Be specific.

*The new toll free telephone number at Progressive created an effective new marketing channel at Progressive. It was effective because it provided a convenient way for consumers to call in to the company to discuss insurance. Progressive wanted to appeal to as many people as possible. They knew they could continue to grow if they could expand and reach additional consumers.*

1. Explain how the development of a Web site enhanced the organization at Progressive. Why was this development unique in the industry?

*The development of a web site was unique because Progressive was the first insurance company to launch a web site in 1997. It was considered a “creative innovation” that enhanced the organization because it had the capability to implement online rate comparisons.*

1. Explain how Progressive managed to remain competitive in its environment. How did it manage to appeal to a large consumer base?

*Progressive created the technology needed to remain competitive in its industry. It appealed to other segments through creative innovations that resulted from market research, strategic planning, and taking the risk to create new channels.*

**Quiz**

1. The new toll free number at Progressive enhanced the organization. Which of the following is not a marketing sales channel at Progressive?
   1. Internet
   2. Inbound call center
   3. Television infomercials and ads
   4. All of the above

Answer: d

Explanation: The internet, inbound call center, and television infomercials and ads are all examples of marketing sales channels at Progressive.

1. What was the strategy at Progressive when they developed the Web site?
   1. Online purchases
   2. Online sales
   3. Online rate comparisons
   4. None of the above

Answer: c

Explanation: Progressive’s strategy was to allow consumers to conduct online rate comparisons of insurance products.

1. Which channel service output increased as a result of Progressive’s new toll free number?
   1. Lot size
   2. Delivery time
   3. Spatial convenience
   4. B and C

Answer: d

Explanation: The delivery time decreased because consumers received their orders faster; and the spatial convenience made it quicker for consumers to purchase products. The lot size did not increase as a result of Progressive’s new toll free number.

1. Progressive uses more than two marketing channels to reach consumer segments. Which of the following describes that concept?
   1. Channel conflict
   2. Multichannel marketing
   3. Channel Acceptance
   4. Target markets

Answer: b

Explanation: Progressive uses multichannel marketing to reach a broader segment of consumers. Two methods include the telephone and the internet.

1. Progressive managed to distribute products to consumers through business channels. Choose the term below that describes the channel at Progressive.
   1. Effective
   2. Goal incompatibility
   3. Unclear roles and rights
   4. Differences in perception

Answer: a

Explanation: The channels at Progressive are effective channels. Goal incompatibility, unclear roles and rights, and differences in perception are examples of channel conflict. This is not a channel trait at Progressive.

**Text:** Marketing Management

**Chapter 18**: **Managing Retailing, Wholesaling, and Logistics**

**Topic:** Retailing; Wholesaling; and Logistics

**Learning Objectives:**

<general-problem label="1" maxpoints="1"><question><inst>**1.** </inst><para>What major types of marketing intermediaries occupy this sector?<CORE> </CORE>

**2.** What major changes are occurring in the modern retail marketing environment with respect to competitive market structure and technology?<CORE> </CORE></para></question></general-problem>

<general-problem label="2" maxpoints="1"><question><inst>**3.** </inst><para>What marketing decisions do marketing intermediaries make?<CORE> </CORE></para></question></general-problem>

<general-problem label="3" maxpoints="1"><question><inst>**4.** What does the future hold for private label brands?<CORE> </CORE></inst><para>

**5**. What are some of the important issues in wholesaling?<CORE> </CORE>

**6**. . What are some important issues in logistics?<CORE> </CORE>

**Video Title: Nike**

**Link:** <ftp://be194:SEVg32@beftp.pearsoned.com/Marketing_Videos/2011/> (Link does not work)

**Classroom Application:** Instructors will find this video useful in the study of retail management, marketing intermediaries, and private label brands. Students learn about channels options and Instructors can enhance this lesson with a lecture about the future trends in marketing concepts.

**Synopsis**

This video describes the variety of Nike products, its target market, and the channels used to sell products. An overview of marketing intermediaries and channels are presented in the video; and the methods of distribution in those channels.

**Discussion Questions**

1. What was the benefit to Nike when it developed Nike.com? Be specific.

*The benefits associated with Nike.com included, but were not limited to increased sales, improved efficiency, it offered a new form of non-store retailing, and the ability to sell products faster to consumers.*

1. Discuss two channels that Nike uses to sell or distribute its products.

*To meet consumer needs and demands, Nike uses a variety of channels to satisfy its consumer needs. Nike uses retailers and non-store retailers to sell products. An example of the non-store retailer is the Nike.com Web site and an example of a retail store is Footlocker.*

1. List at least three of Nike’s product assortments and explain why it matches the consumer needs and expectations.

*Nike’s product assortment to satisfy consumers included famous shoes, sporting equipment, and clothing. These products meet and exceed consumer expectations. Consumers equate a healthy lifestyle with Nike products*.

**Quiz**

1. What is the benefit of intermediaries at Nike?
   1. Improve efficiency
   2. Decrease in sales
   3. Improve research and development
   4. None of the above

Answer: a

Explanation: An important benefit to Nike when they use intermediaries is improved efficiency.

1. Which of the following categories of non-store retailing is popular at Nike?
   1. Catalogues
   2. Direct marketing
   3. Automatic vending
   4. Both A and B

Answer: d

Explanation: Nike’s popular method of non-store retailing is direct marketing through the Nike Web site and the use of catalogues.

1. What intermediaries enhance the operations at Nike?
   1. Retailers
   2. Wholesalers
   3. Logistical organizations
   4. All of the above

Answer: d

Explanation: Nike improves efficiency through intermediaries that include retailers, wholesalers, and logistical organizations.

1. Which of the following best describes the services mix that is offered to consumers at Nike?
   1. Sporting equipment
   2. Clothing
   3. Shoes
   4. All of the above

Answer: d

Explanation: Nike is famous for its shoes, but it also sells a variety of equipment and clothing to meet and exceed consumer preferences.

1. Who did Nike established private label brands with?
   1. Raymore Shoes
   2. Ditto Shoe Store
   3. Payless Shoes
   4. None of the above

Answer: c

Explanation: Nike established private label brands with Payless Shoes.

**Text:** Marketing Management

**Chapter 19**: **Designing** **and Managing Integrated Marketing Communications**

**Topic:** Marketing Communications

**Learning Objectives:**

<general-problem label="1" maxpoints="1"><question><inst>**1.** </inst><para>What is the role of marketing communications?<CORE> </CORE>

**2**. What is the marketing communications </para></question></general-problem>mix?<CORE> </CORE>

**3**<general-problem label="2" maxpoints="1"><question label="2"><inst>**.** </inst><para>How do marketing communications work?<CORE> </CORE></para></question></general-problem>

**4**<general-problem label="3" maxpoints="1"><question label="3"><inst>**.** </inst><para>What are the major steps in developing effective communications?</para></question></general-problem><CORE> </CORE>

**5**<general-problem label="4" maxpoints="1"><question label="4"><inst>**.** </inst><para>HowHow should the communications mix be set and evaluated?<CORE> </CORE></para></question></general-problem>

<general-problem label="5" maxpoints="1"><question label="5"><inst>**6.** </inst><para>What is an integrated marketing communications program?<CORE> </CORE>

**Video Title: Wild Planet**

**Link:** <http://winmedia.leg.akamai.pearsoncmg.com/ph/bp/bp_video_library/wildplanet.wmv>

**Classroom Application:** Instructors will find this video useful in the instruction ofmarketing communications. An organization establishes marketing communications based on the product, the target audience, and the specific and unique goals or outcomes at the firm.

**Synopsis**

This video describes how Wild Planet gathers ideas and product strategies through effective marketing communications. The company establishes methods to gather information from the target market and others associated with that target market.

**Discussion Questions**

1. Describe how Wild Planet uses communication strategies to develop new product ideas.

*Wild Planet is very creative in the way that they communicate with children. The company acquired new product ideas from information it acquires from children and their parents.*

1. Why does Wild Planet target different products to girls? Other than toys, what does the company market to girls?

*Wild Planet targets different products to girls because research revealed that girls abandon products sooner than boys. The company had to develop different products that appeal to girl. For example, toys were substituted with products that girls use to decorate their rooms.*

1. What is the Kids Inventor Challenge? Why is it important to communicate new toy ideas?

*The Kids Inventor Challenge is an annual challenge that permits children to send in their ideas for new toys. The company chooses the best toys to create new and innovative toys. The company wants to spark creative and imaginative ideas for new toys.*

**Quiz**

1. What is GLS?
   1. Green Labor Service
   2. Girls Living in Style
   3. Good Labor Service
   4. None of the above

Answer: b

Explanation: Wild Planet developed the Girls Living in Style (GLS) program to target specific products and toys to girls.

1. How does Wild Planet determine the communication objectives that bring new and innovative product ideas?
   1. Build relationships with children
   2. Build relationships with parents
   3. Both A and B
   4. None of the above

Answer: c

Explanation: Wild Planet acquires communication from both children and their parents. The children provide feedback and the parents discuss their likes and dislikes about toys.

1. Which type of research does Wild Planet utilize when they observe children in their natural environment?
   1. Ethnographic research
   2. Electrographic research
   3. Essential research
   4. None of the above

Answer: a

Explanation: Wild planet utilizes ethnographic research when they watch children in their natural environment.

1. Which of the following explains why children want to purchase a new toy?
   1. Limited interaction
   2. Low-cost leader
   3. High-cost leader
   4. First on the block to have toy

Answer: d

Explanation: Many children want to be the first kid in the neighborhood to have a new toy.

1. What is the name of the national research program that Wild Planet utilizes to score a particular toy?
   1. Top Analogy Program (TAP)
   2. Toy Opinion Panel (TOP)
   3. Parents Association for Toys (PAT)
   4. Parents and Teachers Association (PTA)

Answer: b

Explanation: The Toy Opinion Panel (TOP) is the name of the national research program that Wild Planet uses to evaluate toys. The children rank the toys on a scale from one to ten based on their likes or dislikes about the toy.

**Text:** Marketing Management

**Chapter 20: Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations**

**Topic:** Mass Communications; Advertising; Sales Promotions

**Learning Objectives:**

<general-problem label="1" maxpoints="1"><question><inst>**1.** </inst><para>What steps are required in developing an advertising program?<CORE> </CORE>

**2**. How should marketers choose advertising media </para></question></general-problem>and measure their effectiveness?<CORE> </CORE>

**3**<general-problem label="2" maxpoints="1"><question><inst>**.** </inst><para>How should sales promotion decisions be made?<CORE> </CORE></para></question></general-problem>

<general-problem label="3" maxpoints="1"><question><inst>**4.** </inst><para>What are the guidelines for effective brand-building events and experiences?</CORE></para></question></general-problem>

<general-problem label="4" maxpoints="1"><question><inst>**5.** </inst><para>How can companies exploit the potential of public relations?<CORE> </PG></CORE>

**Video Title: Ziba**

Link: <http://winmedia.leg.akamai.pearsoncmg.com/ph/bp/bp_video_library/Ziba.wmv>

**Classroom Application:** Instructors will find this video useful in the study of how an organization develops an advertising campaign. A focus on sales promotion decisions and guidelines for effective brand-building events and experiences are also a focus in this lesson. Students need to learn the concepts related to public relations and publicity.

**Synopsis**

This video describes how the designers at Ziba determine the needs and wants of the consumer through extensive research; and it develops products based on trends in the marketplace. The company focuses on the development of new and innovative products based on the outcome of consumer research. The design process starts after the results of research and competitor focus is analyzed.

**Discussion Questions**

1. Discuss what occurs before Ziba develops a design or advertising program.

*Ziba conducts a tremendous amount of research to discover the consumer needs and wants in the marketplace. In addition, Ziba examines the market for trends, it discovers what the competition is doing, and it takes the time to understand the brand.*

1. Discuss how Ziba contributes to brand recognition for product promotions in the marketplace. Is it effective? Why or why not?

*Ziba contributes to brand recognition in the marketplace because the products are strategically designed to meet the needs of the consumer. This is effective because the company takes a unique approach to product development. The company implements a specific process that is focused on the consumer. Consumer preferences are revealed from extensive consumer research and observations.*

1. Explain how Ziba contributes to the brand loyalty of a product. Be specific.

*The designs that Ziba creates are specific to each brand in the marketplace. This enhances brand loyalty because they don’t just create something different to introduce to the market. Instead, they create meaningful relationships between the brand and the consumer.*

**Quiz**

1. Who is responsible for the design of products based on consumer needs?
   1. The Manager
   2. Product Development Team
   3. Product Employee Team
   4. None of the above

Answer: b

Explanation: The Product Development Team is an international team of specialists that work together to understand consumer likes and dislikes.

1. What question(s) need to be answered both before a design is created and prior to promoting the product?
   1. Do you know the consumer?
   2. What motivates the consumer?
   3. What are the values of the consumer?
   4. All of the above

Answer: d

Explanation: The designers at Ziba need to understand the product and the consumer before they implement new product designs. The managers at the company need to understand the customer, know what motivates the customer, and understand the values of the customer.

1. How does Ziba exploit the potential for the publicity of a product?
   1. Effective brand image with designs
   2. Effective brand image with its new products
   3. Effective brand image with partners
   4. Both A and C

Answer: a

Explanation: The company is responsible for the creation of effective brand images with the designs they create. They understand the likes and dislikes of consumers; and this makes the product stand out to the consumer.

1. When the company observes the marketplace, what is it looking for?
   1. Industry
   2. Competition
   3. Trends
   4. Consumers

Answer: c

Explanation: The company observes the marketplace to observe trends. As a result, it obtains a clearer image of the brand, the consumer, and the changes in business.

1. What does Ziba facilitate with brand knowledge for each new client?
   1. Consumer experience
   2. Consumer relationships
   3. Consumer knowledge
   4. Consumer contacts

Answer: a

Explanation: Ziba facilitates consumer experience with brand knowledge.

**Text:** Marketing Management

**Chapter 22**: **Managing Personal Communications: Direct and Database Marketing and Personal Selling**

**Topic:** Communications; Direct and Interactive Marketing

**Learning Objectives:**

<general-problem label="1" maxpoints="1"><question><inst>**1.** <general-problem label="5" maxpoints="1"><question label="5"><inst>How can companies conduct direct marketing for competitive advantage?<CORE> </CORE>

**2**. What are the pros and cons of database marketing?<CORE> </CORE></inst><para></para></question></general-problem></problemset>

**3**<general-problem label="4" maxpoints="1"><question><inst>**.** </inst><para>What decisions do companies face in designing a sales force?<CORE> </CORE>

4. What are the challenges of managing a sales force?<CORE> </CORE></para></question></general-problem>

**5**<general-problem label="5" maxpoints="1"><question><inst>**.** </inst><para>How can salespeople improve their selling, negotiating, and relationship marketing skills?</para></question></general-problem></problemset><CORE>

</CORE>

**Video Title: Meredith**

**Link:** <http://winmedia.leg.akamai.pearsoncmg.com/ph/bp/bp_video_library/Meredith.wmv>

**Classroom Application:** Instructors will find this video useful in the study of how to teach students how and why an organization conducts direct marketing. There are many methods that enhance the competitive advantage at a firm. Students observe a variety of methods that reveal how a company can make decisions based on the results of extensive consumer research. An understanding of communications is important in a marketing environment; and it enhances interactive marketing. A classroom focus could help students learn additional concepts related to direct and interactive marketing, how word of mouth affects the marketing objectives, and how salespersons improve selling, negotiation, and relationship marketing skills.

**Synopsis**

This video describes how Meredith gains a competitive advantage in direct marketing initiatives. The company collects data that is sorted based on results of data collected from consumers. The company has the largest consumer storage database to market products and services to the consumer.

**Discussion Questions**

1. Explain how Meredith gets to know and understand consumers. Be specific.

*Meredith acquires the names in the database by conducting extensive research and surveys. They know and understand the consumer interests and passions.*

1. Explain the specific methods the Meredith uses to collect data and explain the types of data that is collected.

*Meredith collects data by direct mail. Meredith uses a database that contains over 85 million names. This data base is needed to operate the subscription and renewal efforts. The data collected includes, but is not limited to gender, age, and income, marital status, interests, hobbies, and the number of children in the household.*

1. Describe the sales objectives and strategy at Meredith. Be specific.

*Meredith uses direct mail as a primary method of sales. Their strategy is to request specific information from consumers to determine consumer likes and dislikes, the type of offers they like to receive, whether or not they like incentive offers. Since Meredith primarily markets products to women, they create new spin-offs and target the individuals based on those likes and dislikes.*

**Quiz**

1. Meredith uses consumer-direct (CD) marketing channels to gain a competitive advantage. They reach and deliver their goods and services without using market middlemen. Which of the following best describes what Meredith is using?
   1. Dominion marketing
   2. Diverse marketing
   3. Directory assistance
   4. Direct marketing

Answer: d

Explanation: Meredith uses direct marketing (CD) channels to reach and deliver their goods and services without using market middlemen. This can save a busy company both time and money.

1. Meredith’s database is the largest database in United States history. How large is the database?
   1. 8,000 names
   2. 80,000 names
   3. 800,000 names
   4. 8,000,000 names

Answer: d

Explanation: Meredith’s database has at least 8,000,000 names in the database.

1. Which of the following is an example of Meredith’s interactive marketing endeavors?
   1. E-mail
   2. Word of mouth
   3. Open communication
   4. Meeting clients in person

Answer: a

Explanation: Four types of interactive marketing sources include e-mail, web sites, search sites, and display ads. In this case, e-mail is the best example of the interactive marketing at Meredith.

1. The sales strategy at Meredith is to target consumers based on consumer interests. What is the name of the method used to collect and sort consumer data?
   1. Gold mining
   2. Data mining
   3. Point mining
   4. Development mining

Answer: b

Explanation: Meredith uses data mining to offer consumers the products and services they enjoy.

1. How does Meredith plan its direct marketing campaigns?
   1. Deciding on objectives
   2. Target markets and prospects
   3. Offers
   4. All of the above

Answer: d

Explanation: Meredith plans its direct marketing campaigns by deciding on objectives, target markets and prospects, and offers.

**Text:** Marketing Management

**Chapter 23**: **Managing a Holistic Marketing Organization for the Long Run**

**Topic:** MarketingTrends; Internal Marketing; Responsible Social Marketing; Marketing Improvement Activities

**Learning Objectives:**

<general-problem label="1" maxpoints="1"><question label="1"><inst>**1.** </inst><para>What are important trends in marketing practices?<CORE> </CORE></para></question></general-problem>

<general-problem label="2" maxpoints="1"><question label="2"><inst>**2.** </inst><para>What are the keys to effective internal marketing?<CORE> </CORE></para></question></general-problem>

<general-problem label="3" maxpoints="1"><question label="3"><inst>**3.** </inst><para>How can companies be socially responsible marketers?<CORE> </CORE></para></question></general-problem>

<general-problem label="5" maxpoints="1"><question label="5"><inst>**4.** </inst><para>What tools are available to help companies monitor and improve their marketing activities?<CORE> </CORE>

**5.** What do marketers need to do to succeed in the future?</para></question></general-problem></problemset><CORE> </CORE>

**Video Title: Patagonia: Ethics and Social Responsibility**

**Link:** <http://media.pearsoncmg.com/ph/bp/bp_mylabs/akamai/template/video640x480.php?title=Patagonia%20-%20Ethics%20and%20Social%20Responsibility&clip=pandc/bp/2011/management/PATG-VID4-WEB640.mov&caption=bp/bp_mylabs/akamai/2011/management/xml/PATG-VID4-WEB640.adb.xml>

**Classroom Application:** Instructors will find this video useful in the study of how trends or specific needs in the marketplace create new products and service. A review of internal marketing practices and the specific methods that organizations develop are unique to organizations. In society today, it is important that students understand how and why the marketing practices need to be socially responsible organizations. Review how companies improve its marketing skills based on needs of society, the organization, and consumer expectations. Observe how marketing activities are monitored and how the organization improves marketing activities based on the results of those observations.

**Synopsis**

This video describes how Patagonia implements ethical and socially responsible marketing practices. It is revealed that a company needs to take full responsibility for its actions. The video discusses the mission, culture and core values at Patagonia. The company is known a transparent organization that contributes to social and environmental responsibility. Employees are encouraged to continue peaceful environmental activism.

**Discussion Questions**

1. Explain how Patagonia’s mission reflects ethical business practices and implements responsible social marketing. Be specific.

*The mission revealed that Patagonia is a dynamic company that projects ethical and social marketing practices. This is evident in the organization’s mission statement. The mission is to build the best products, cause no unnecessary harm, inspire, and implement solutions in the environmental crisis.*

1. Discuss how the core values at Patagonia improve the marketing efforts to ensure it remains a socially responsible firm. Why are they effective?

*The core values at Patagonia include the concept that the consumer must first ask the question, do I really need this product? The employees do not push products on consumers to make a sale. They believe in the concept that if a consumer does not need the product then the consumer should not purchase it.*

1. Why is transparency an important concept at Patagonia?

*Transparency is an important concept at Patagonia because they believe that transparency asserts social and environmental responsibility to create a better society. The company does not have anything to hide and it ensures that the outcome of actions enhance the environment.*

**Quiz**

1. Patagonia is a socially responsible organization that promotes an ethical business marketing practice. What is the name of the new web journal that Patagonia published to project a sense of full transparency at the organization?
   1. The Obedient Chronicles
   2. The Outpost Chronicles
   3. The Fine Print Chronicles
   4. The Footprint Chronicles

Answer: d

Explanation: Patagonia created a new web journal called the Footprint Chronicles to project a sense of full transparency at the organization. The company chooses both the good and the bad to illustrate full transparency in the way that products are produced at the organization.

1. Which of the following is a key to effective internal marketing at Patagonia?
   1. Transparency
   2. Culture
   3. Mission
   4. Goals

Answer: a

Explanation: Patagonia wants the world to know that they implement social and environmental responsibility in the products they produce and sell to create a better society.

1. What is Patagonia’s culture?
   1. Contrarily based
   2. Consensus based
   3. Conscience based
   4. Conveniently based

Answer: b

Explanation: Patagonia’s culture is said to be consensus based. This means that if a leader wants to move in a certain direction the managers and employees must move along with them to achieve goals.

1. Patagonia contributes to ethical and social responsibility. Which of the following is the name of a major campaign that Patagonia implemented to ensure large animals can continue to migrate in the natural habitat in the United States?
   1. Freedom to Rock
   2. Freedom to Roam
   3. Freedom of the Reigns
   4. None of the above

Answer: b

Explanation: Patagonia implemented the Freedom to Roam campaign to ensure the large animals can migrate in a natural habitat. This is how they contribute to social and environmental responsibility; and the company asserts environmental leadership in the community.

1. When employees are hired at Patagonia, they are expected to continue their peaceful and environmental activism activities. How does Patagonia reinforce the core values learned at an employee’s new hire orientation?
   1. Profits only plans
   2. Verbal commitment
   3. Regular meetings
   4. Written documentation

Answer: c

Explanation: Patagonia keeps core values alive when they hold regular meetings with employees to reincorporate the core values. These values are explained at the new hire orientation and they are very important practices at the organization. Employees are encouraged to commit to more than producing profits into the bottom line.