

Principles of marketing complete course week flashcard



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Explain how the marketing function determines customer value. Respond to at least two of your classmates' posts. Week 1 Q Products and Services It can be harder to sell an intangible service than a tangible product. After reading Chapter 3 of the text, pick one of the cells in Table 3. 4: "Service Classifications" and name a service offered in that class? for example, business remodeling service under consulting and operations. In 200 to 250 words, describe a service in your chosen category in terms of the four ways a service is different from a product? Its

Intangibility, inseparability, variability, and perishable. Propose a solution for sale that could be used as a point of competitive differentiation in a marketing campaign. Week 1 Assignment: Learning Reflection Journal BUS 330 week 1 QUIZ (10 Q & A) week 2 week 2 IQ Product Life Cycle By having an understanding of the product life cycle, business people can make smarter marketing choices. What is a popular item today that you've seen go through the product life cycle? Explain the characteristics for each phase of the product's life cycle. How can each phase of the life cycle impact the product's brand?

You must use the text and at least one additional scholarly source. Week 2 Q Visit Minimums. Biz (Follow the link located in required resources), a company specializing in individually-sized products. Review the different product categories along the left navigation panel of the home page. How might these items be combined to create a usage group like a "convention survival package" or "campers' kit"? Explain the reason for your choice. Which items, if purchased, might create complementary demand for another item in the line? Explain how it might accomplish this?

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Which items might substitute for another item? Why did you choose that substitute and how might it affect demand? Week 2 Assignments: Learning Reflection; the Four As (450 Words) BUS 330 week 2 (10 Q & A) week 3 week 3 Q 1 Customer Relationship Management Choose a water park or other vacation destination. Create a hypothetical marketing campaign that uses what you've learned about the CRM approach. Describe how you might apply insights about developing long-lasting relationships with customers to retain or reactivate past visitors. You must use the text and at least one additional scholarly source. Week 3 Q Demographics and Trends Appraise the three trends described by American Demographics as " America the Crowded. " " The Mighty Mature Market," and " The Consumer Kaleidoscope. " Explain how these trends overlap. Select a trend and describe how it has contributed to more than one of these population changes. You must use the text and at least one additional scholarly source Week 3 Assignments Youth-oriented Consumer Economies (600 Words) BUS 330 week 3 (10 Q & A) week 4 IQ Functions of Marketing Management Assume you are the Marketing Manager for Target or another brand.

How would you apply the four functions of the marketing management process in your role? In your answer, identify how a marketing manager might realize when it is time to focus on one function or another. You must use the text and at least one additional scholarly source. Week 4 Q Marketing Plan Imagine you are consulting with a manager of a business that sells cleaning supplies to nursing homes. Your client wants to develop a marketing plan but has a small budget for marketing his business. How would you show your client the benefits of a marketing plan?

If your client does not agree with your marketing strategy for his business, explain how you would respond and what approach you would use to convince the client the marketing plan can be successful. You must use the text and at least one additional scholarly source. Week 4 Assignments week 5 week 5 IQ Corporate Social Responsibility The BP and Toyota cases concern companies that acted in ways that would clearly cause harm to the public and/or the planet. To do so, individuals at many levels played a part. If you worked in the marketing department of BP or Toyota, explain our department's responsibility related to these issues.