

Marketing ethics assignment

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BUSTER**

The cons of companies being able to target children is that not all children realize what they're getting themselves into or signing up for. Children could be signing up for things where their personal information could be let out to anyone and they don't even realize it. The pros of companies targeting children is that they get more of an age range and are able to get more customers onto their sites. They're gaining more information on people and it makes their company name spread out more through word of mouth the more people are allowed to access their sites. Review the Children's Online Privacy Protection Act at [www. Copra. Org/](http://www.Copra.Org/). Explain how eBay and Faceable can target this market and still comply with this act. EBay and Faceable are able to target this market and still comply with the act by asking for the parental consent. The parents would have to send a signed form by postal mail allowing their child's information to be disclosed. They're able to limit what is available on the site for children at the age of 13 or under. There are certain ways to avoid giving out personal information to third party sites.

They also could put our code or use a bigger font as said In the website to verify the privacy notice Cataracts Define the marketing environment for Cataracts ([www. Cataracts. Com](http://www.Cataracts.Com)). Keep in mind marketing that affect marketing management's ability to build and maintain successful relationships with target customers. Internal External Strengths Opportunities Weaknesses Threats Xerox: Adapting to the Turbulent Marketing Environment page 97 For many years, Xerox was synonymous for " photocopy. " And in certain respects, it still is. But that has become more of a detriment than a benefit.

As new technologies quickly and aromatically reduced the need for copying hard documents in the late asses, Xerox found itself in trouble. This case illustrates how Xerox made some bold and difficult decisions to both cut costs and redefine the nature of its business. Today, Xerox is more about business services and solutions than it is about copying documents. With a much broader market that has various growth opportunities, Xerox has the potential to remain one of the top business-to-business corporations. 1 .

What micromanagement factors have affected Xerox's performance since the late asses?

The micromanagement factors that affected Xerox's performance were that they failed to adapt to the new technology coming out and that they didn't have the strong leaders to get them through the hard times. All of the other companies were going digital but Xerox stayed where they were at with producing copies. They're economic status dropped and they didn't have any money. 2. What nongovernmental factors have affected Xerox's performance during that same period? The nongovernmental factors had to do with their customer base.

All of Xerox's customers no longer wanted to print out stacks of paper when they could digitally hold onto their copies and access them from different locations. The customers wanted a cheaper and faster way to get their information out there. Xerox was losing all of their money to their competitors. 3. By focusing on the business services industry, has Xerox pursued the best strategy? Why or why not? Customer base. They are creating products that all companies need to process documents and may be

creating new devices. The company still isn't perfect and running as good as it could be but the company is still growing.

As said in the book, Xerox still relies on the printer and copier products but it doesn't rely as much on them making Xerox able to rebound much quicker than competitors in the future. Xerox will continue to stay updated with the new marketing environment. Chapter 4 Real Marketing 4. 2 Caesar Entertainment Hitting the CRM Jackpot page 121 Careers Entertainment maintains a vast customer database and uses its Total Rewards CRM program to manage day-to-day relationships with important customers at its casino properties around the world. 1 . What " Total Rewards" data did Caesar

Entertainment identified then focused their marketing insights on? The " Total Rewards" allows customers to earn points based on what they spend their money on and how they spend their time at Caesar. They are then able to redeem their points for free play, food, merchandise, rooms, spa sessions, golfing, and show tickets. 2. How does Caesar Entertainment increase customer loyalty? Caesar Entertainment increases customer loyalty by their Total Rewards program. The Total Rewards card keeps track of everything the customer spends their money on and what kind of entertainment they go to.

It gathers information on each customer so it can give the best offers for specific preferences to each customer. The card now analyzes the customer information within minutes of the customer using the card. The hotel clerk is able to tell the customer what they are able to redeem right when they

swipe the card. The customers don't only get notified when they walk into Caesar because they also get mailed offers based on what their Total Rewards card best suits them. Data and Questionnaires 1 . Using observational research, gather data on your roommate's or family member dating habits.

What do your findings tell you? More importantly, what do you findings NOT tell you about his/her eating habits? For another purpose. What are some secondary data sources you might take a look at if you were helping your college or university develop a recruitment strategy? Some secondary data sources would be going to get information at high schools. Also Faceable would be a huge hit by making a Faceable page and gathering information on others. 3. Why would you want to (or not want to) use a mail questionnaire to reach Generation Y individuals? Give both pros and cons.

The cons of a mail questionnaire are that you're not really sure who is answering the questionnaire. You also can't guarantee everyone or maybe even anyone will reply to the mail. It'll take a much longer time to get responses when it goes through the mail. The pros of mail questionnaires is that they're cheaper and people are more apt to give honest answers. There is no interviewer involved. 4. Develop a short questionnaire (six questions) designed to determine a respondent's favorite social media site and the reason why. Use both closed-ended and open-ended questions.