

Principles of marketing discussion boards assignment

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**ASSIGN
BUSTER**

When thinking about marketing I see it as the wants vs. the needs, people will always need water but they never will need a fancy new car to keep themselves hydrated and of course alive. The “manipulation” in marketing determines what lies in the mindset of the customers, this is one of the seven ups is the people, I believe that manipulation is 50/50 and it really depends on the person and what the company is targeting.

The practice of manipulation in marketing is all around the target audiences, hypothetically you cannot drive through the city without some sort of ad store that draws the consumer in, it's what makes money and is the easiest. But whenever I buy a product I do expect to be somewhat happy and that is why I buy the best, take for instance the fact that I have always enjoyed the Oxbow systems most of my life but recently I changed my mind and switched to a ASS.

Now you could say that I did this because of market manipulation but I felt that after doing some research that I made the decision on my own, but in reality it was probably Sony placing some intriguing information that made their system to sound a lot better than the next gen Oxbow which is key in marketing. 032- We've all heard the cliché that “nice guys finish last.” Is this true in marketing? Do firms that use good ethical practices have an advantage or disadvantage? Do you think consumers will pay a few cents more for non-polluting soap or environmentally friendly food products?

Even popular movies have raised this question. In the film, “Heaven Can Wait,” Warren Beatty plays Joe Pendleton, a former NFL quarterback who came back to life as a CEO after a fatal accident. Joe tells his executives that

he wants his company to be the “ good guy tuna company. ” Joe believed his customers would pay a little more to not kill dolphins. This sounds good in the movies, but Is It true In real life? How about for you and your family? Do firms that use good ethical practices have an advantage or disadvantage? Select a company that you believe has exceptionally good or bad ethical practices.

Tell your classmates if you believe they are at an advantage or disadvantage and why. Consider the Saint Leo core values, particularly excellence. Does the firm you selected reflect any of them In their marketing practices? Use specific examples to support your opinions. Don't forget to include your personal experiences with the company and with our core values. Please type the name of your firm in the title of your post (e. G. , TOM'S SHOES) so your classmates can easily see it. Any firm can only be used ONCE - first come, first served!

Do firms that use good ethical practices have an advantage or disadvantage? Firm that I have always seen as a nice guy is Wall-Mart, I have always seen this company as the backbone of the American retail stores. But what makes It so nice Is the orientation of the structure and loyalty that It has to Its customers, there have been many times that I have gone to Wall-Mart to return or get an item matched with the price never were they not willing to compromise. This is always key to a business structure as it is willing to serve the customer to keep them satisfied which is one of Wall-Mart's mottos.

When I see Wall-Mart in their values I definitely see excellence as they strive to please customers and still be competitive with others in the market. When it comes to whether it is an advantage or disadvantage to be a nice guy business, I think it depends on how bad people want your business. But it also is a certainty that businesses cater to the customer which is always important, from what I have learned in this class so far is that to run a good business you must always focus on the customer.

The nice guy business will always be successful and worthwhile for it is always going to go above and beyond for its customers' relationships. Do you think consumers will pay a few cents more for non-polluting soap or environmentally friendly food products? I think that consumers are not necessarily willing to pay more for products that claim that they are non-polluting or environmentally friendly, only because people are not always thinking of the environment but more of what money they have in their wallet/purse. Bottom line I think it is what people think on an individual level, and that does matter a lot.