

Fifth Edition

Marketing Dynamics

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Introduction

Take a look around—you are surrounded by marketing messages. No matter where you look, you will probably see or hear a message that was strategically placed by a marketer to get your attention. Marketing is all around you and affects almost everything you do.

Marketing Dynamics will help guide you in understanding how marketing will affect your personal decisions as a consumer, as well as the career you might choose. You will learn about the four Ps of marketing—product, price, place, and promotion—as well as how research is conducted and applied to make solid business decisions.

One of the major goals of this text is for you to create your own marketing plan. Most units end with a project-based activity called Building the Marketing Plan that is designed to lead you through the creation of a unique marketing plan. A template is available on the G-W Learning companion website to assist in the completion of this project.

In addition, most units end with an experiential, hands-on activity called PBL: Project-Based

Learning. These activities will help you connect real-world learning to the classroom as you step into the role of a marketer to make business decisions. You will get the opportunity to practice critical-thinking and problem-solving skills while completing projects that link chapter topics to the real world.

DECA Emerging Leaders features will expand your professional knowledge base and help you prepare for competitive events. In addition, you will learn how to prepare for college and career by perfecting your soft skills and learning the importance of ethics in business. In the last unit, the Portfolio Development activity will guide you in the creation of a portfolio to use as you pursue volunteer, education and training, or career opportunities.

Marketing Dynamics provides an opportunity for you to maximize and refine your knowledge. As you explore and discover marketing concepts, you will learn life-long skills that will follow you wherever your interests may lead.

New to This Edition

The fifth edition of *Marketing Dynamics* has been updated to make it more relevant for today's marketing students, with an increased emphasis on real-world applications. Some of the major changes to the text include the following.

- *Chapter 3: Targeting a Market* has been moved from Chapter 9 to introduce this important concept earlier.
- *Chapter 9: Business Management* (formerly, Marketing Management) has been expanded to include coverage of marketing management, financial management, and project management.
- *Chapter 21: Social Media Marketing* is a new chapter that covers topics including types of social media used in marketing, the social media marketing plan and process, and analytics.
- *Chapter 24: Marketing Communications* (formerly, Communication in the Workplace) has

been revised to include a discussion of content writing in modern terms (i.e., e-mails, blogs, social media, etc.).

- *Chapter 25: Marketing Pitch* is a new chapter that discusses the components of a pitch, presentation basics, the audience, and persuasion techniques.
- *Real-World Connection* features at the start of each chapter highlight how real companies apply marketing concepts to their business.
- *PBL: Project-Based Learning* activities at the end of the units provide the opportunity to step into the role of a marketer and use critical-thinking and problem-solving skills to make business decisions.
- *Marketing Plan Writing Checklist* appendix has been added as a guide in completing the marketing plan that will be developed throughout the text in the *Building the Marketing Plan* activities.

About the Authors

Cindy Quinlan, EdS, is a CTAE Department Chair, Marketing and Entrepreneurship teacher, and Work-Based Learning Coordinator for Gwinnett County Public Schools (GCPS) in Georgia. During her time with GCPS, Quinlan founded the Brookwood Integrated Entrepreneurship Program where students launch a real business while simultaneously earning their core Language Arts course credit. The program's success has been showcased in multiple outlets, including *Education Talk Radio*, *American School Board Journal*, and *ACTE Techniques* magazine. Outside of the classroom, Quinlan served as a lead instructor for the nonprofit organization Real LEDGE, whose mission is to advance and promote economic development opportunities through entrepreneurship education. She has led numerous entrepreneurship education trainings, including two international workshops in both Honduras and Bulgaria. Additionally, she has served as a consultant for educators across the United States as well as Canada, China, Costa Rica, Greece, Finland, and Norway. For her work, Quinlan became a member of the University of Georgia's 40 Under 40 Class of 2019 and the University of Georgia College of Education Outstanding Alumni in 2017. She was also a recipient of the Freedoms Foundation Leavey Award in 2016 and was named the 2016 ACTE National Teacher of the Year.

Brenda Clark was a CTE director, marketing instructor, SBE advisor, and DECA advisor for Jenison, Michigan, Public Schools. She was named Marketing Teacher of the Year at state and national levels. She was a consultant for the MBA Research and Curriculum Center. Clark was also a coauthor of *Entrepreneurship* and *Principles of Business, Marketing, and Finance*. Clark's program was named Business of the Year by the Jenison Chamber of Commerce. Two of her marketing department's school-based enterprises were awarded Gold Certification in 2010 and 2013, respectively. She earned a bachelor degree in marketing education, a master degree in educational leadership, and an EdD in educational leadership with a concentration in career and technical education from Western Michigan University.

Cynthia Gendall Basteri, EdD, is a retired high school math and marketing teacher who served as a DECA competitive events coordinator at the district, state, and international levels. Currently, Basteri is the grants coordinator for Tewksbury Public Schools in Tewksbury, Massachusetts. She also oversees all programming related to grant funding. Basteri is one of the original authors of *Marketing Dynamics* and has enjoyed updating the content of the subsequent four editions with the most up-to-date national marketing standards.

Chris Gassen is the principal of an investment firm and formerly an equity mutual fund manager, financial analyst, accountant, and college instructor. Gassen writes educational materials and business valuations. He holds a master of business administration degree with a concentration in finance from Indiana University and a bachelor of science degree in management from Oakland University. He is a Chartered Financial Analyst (CFA) and served as a grader for the national CFA exam.

Michelle Walker, PhD, is the CEO of Trebla Consulting, LLC. Prior to founding Trebla Consulting, Michelle was director of education at DECA Inc., where she used diverse professional development engagement strategies to expand and strengthen the performance of nearly 6,000 teachers and managers in the high school and collegiate divisions. She previously worked with a variety of education, nonprofit, and private organizations, including Texas Education Agency, University of North Texas where she facilitated graduate and undergraduate instruction as a university professor, and Walker Consulting. She received her doctorate from the University of North Texas with an emphasis on training and development and management of career and technical education programs. She also taught marketing education and was a DECA advisor in the Dallas Independent School District. Walker is a recipient of DECA's Outstanding Service Award and graduate of Leadership Texas and Leadership America programs. Walker is also the Learning and Development Manager for Virginia Economic Development Partnership.

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To see how *Marketing Dynamics* correlates to credentialing and certification standards, visit the Correlations tab at www.g-w.com/marketing-dynamics-2024.

SAMPLE

Guided Tour

The instructional design includes student-focused learning tools to help students succeed. This visual guide highlights the features designed for the textbook.

Marketing Core Functions as identified by the MBA Research and Curriculum Center are important to the presentation of content. Each unit opener identifies which of the seven specific marketing core functions are presented in that unit.

Developing a Vision provides a preview of the unit content.

UNIT 9 Marketing Mix: Promotion

Chapters

- 19 Promotion
- 20 Advertising
- 21 Social Media Marketing
- 22 Visual Merchandising and Display
- 23 Personal Selling

PBL: Project-Based Learning

After reviewing the chapters in this unit, apply what you have learned in the PBL, Project-Based Learning activity at the end of the unit. Step into the role of a marketer and make real-world business decisions.

Developing a Vision

Marketers are challenged daily to find new ways to communicate with customers. Without knowledge, customers will not know a product exists. Without customers, a business will not make money. Customers learn about products through promotion. Product promotion informs, persuades, and reminds customers to buy a good or service. Marketers use all the promotional mix elements to provide information. Advertising, sales promotions, public relations, and personal selling make up the mix. By combining these elements in a coordinated manner, marketers can push product information to customers. This is known as integrated marketing communications (IMC).

Marketing Core Functions Covered in This Unit

- Market planning
- Pricing
- Promotion
- Selling

Marketing Matters

Promotion is the heart of marketing. It is drawing positive attention to the product and increasing awareness. Often, that means "thinking outside the box." For example, sports teams often use mascots. Lucky the Leprechaun represents the Boston Celtics basketball team. Mr. Flop, Flop Flop, and Gasper are the mascots of the Cincinnati Reds baseball team. These colorful mascots promote the sports teams at many events and functions. They are fun, happy, and effective marketing representatives for the team.

Marketing Matters features at the start of each unit illustrate real-world applications of the concepts covered in the chapters.

Reading Prep activities incorporate English/Language Arts standards for reading, writing, speaking, and listening.

CHAPTER 20 Advertising

Sections

- 20.1 Advertising Basics
- 20.2 Creating an Advertising Campaign

Real-World Connection

Airbnb

Airbnb is an online community that allows travelers to book accommodations in the homes of other people all over the world. The company's goal has been to provide a sense of belonging and the comfort of experiencing a local customer may travel. Airbnb uses several real-world advertising strategies to achieve its success through careful marketing and research.

The company founders understood that the internet and social media offers the perfect way to market their new company. The company launched the #WeWork campaign and social media posts to promote the Airbnb brand. Their campaign was to post a picture including the hashtag. The goal of the campaign was to have everyone post to know someone new and create a social media buzz in the world. In less than three weeks, over 3 million people worldwide had contributed to the campaign.

Since then, Airbnb has launched several other marketing campaigns to meet the needs of consumers. During the COVID-19 pandemic, Airbnb started the Frontline Heroes program to help provide accommodations for medical personnel. Airbnb also created the Online Experiences program, which uses a video conference platform to host live events around the world, allowing people to travel to new destinations without leaving their homes.

In 2020, Airbnb became a rapidly-traveling company. This kind of success does not happen without talented, well-thought-out marketing plans that are relevant in today's marketplace.

Critical Thinking

- In addition to a series of successful marketing campaigns, what else do you think has led to Airbnb's success?
- Who do you think is Airbnb's target market?
- How is Airbnb staying relevant in today's marketplace?

Real-World Connection features at the start of each chapter highlight how real companies apply marketing concepts in their business to help you understand the connection between marketing theory and application.

Learning Outcomes clearly identify the knowledge and skills to be obtained from the chapter content and are aligned with the main headings in each section. In addition, the Learning Outcomes are repeated in the chapter summary and applied in the review questions.

The Essential Question at the beginning of each section will engage you as you uncover the important points presented in the content.

SECTION 20.1 Advertising Basics

Essential Question

What are some advertising plan options?

Learning Outcomes

- 20.1-1 Describe the advertising as an element of the promotional mix.
- 20.1-2 Cite common types of traditional advertising media.
- 20.1-3 Discuss common types of new advertising media.
- 20.1-4 Identify considerations in media selection.

Key Terms

- ambush marketing
- new advertising media
- inbound marketing
- media planning
- advertising agency
- creative plan
- reach
- frequency
- cost per thousand (CPM)
- circulation
- lead time

20.1-1 Advertising and Society

Advertising is one element of the promotional mix. It is any nonpersonal communication used to identify a product. Nonpersonal means the message is delivered through a media channel, not in person. The message is the same for everyone who receives it.

Advertising is a daily occurrence in our lives. It is everywhere—on the street, on the Internet, on smart phone apps, and on television and the radio. Advertising can change people's behavior and decisions. It may create positive or negative feelings about a product, brand, or company. The main purpose of advertising is to inform customers about products, persuade them to buy a product or accept an idea, or remind them to take action.

Advertising Benefits

While advertising clearly benefits business, it also can benefit society. Advertising can:

- inform consumers and businesses about products and services
- encourage consumers to seek a higher standard of living
- stimulate competition among businesses so they offer better products at lower prices
- help increase employment needed to keep up with demand for advertised products

Key Terms provide a list of important marketing and business terms to create a framework for you to build a personal glossary.

Exploring Marketing Careers features present information about potential career opportunities in the Marketing career cluster. By studying these, you can explore career possibilities for your future.

Marketing Ethics features offer insight into ethical issues that arise for marketing professionals and tips on how to make ethical decisions.

Chapter 1 Introduction to Marketing

Exploring Marketing Careers

Marketing Manager

A company's marketing policies play a large role in the products or services it offers. People who work in marketing identify potential customers and develop strategies to market the company's products or services effectively to these customers. In addition, marketing professionals help keep the company on track by monitoring customer wants and needs and suggesting new products or services to satisfy those needs. Typical job titles for these positions include marketing manager, marketing director, marketing coordinator, brand manager, commercial area manager, and market development manager.

Some examples of tasks that marketing professionals perform include:

- Coordinate marketing activities and policies to promote the company's products or services
- Develop marketing and pricing strategies
- Perform market research and analyze the findings
- Monitor trends that indicate the need for a new product or service
- Monitor trends that indicate the need for a strong background in sales and marketing strategy, as well as in principles of customer service and employee management. They need a solid knowledge of the English language, business and management principles, and media production and communication. Marketing professionals must also be able to think creatively and use critical thinking skills to solve problems. A bachelor's degree in marketing, advertising, communications, or a related field is required. Management positions generally require one to three years of work experience.
- The job outlook for marketing managers is expected to grow by 10 percent through 2030. The median annual wage for marketing managers was \$135,000 in 2021. For more information, access the Occupational Outlook Handbook online.

Section 1.1 Review

Check Your Understanding (1.1-1)

1. What is the goal of marketing? (1.1-1)
2. Explain the difference between a good, a service, and an idea. (1.1-1)
3. What is the broad term applied to a person who works in marketing? (1.1-1)
4. How does learning about marketing make a person a better consumer? (1.1-2)
5. Provide an example of a situation in which you might need to market yourself through personal branding. (1.1-2)

Build Your Vocabulary

As you progress through this text, develop a personal glossary of key terms. This will help you build your vocabulary and prepare you for a career. Write definitions for all the following terms and add them to your personal glossary.

consumer good	need
idea	product
marketing professional	service
	want

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Chapter 15 Price

15.2-2 Influence of Costs on Price

There are expenses related to the production, marketing, and distribution of all products. In addition, there are many costs related to the daily operations of a business. These costs influence the price set for products because a profit is made only after all of the expenses are paid. There are two basic types of expenses: fixed and variable.

A **fixed expense** is an amount paid on a regular basis related to the operation of a business. Once yearly, nothing is due until the next billing cycle. These expenses are necessary to run a business and are usually predictable. They are not affected directly by the number of products produced or sold. Examples of a business's fixed expenses may include rent, insurance, salaries, and loan payments.

A **variable expense** is a cost that changes based on factors related to producing and selling a product. Variable expenses will continue to occur as long as a business is producing product and generating sales. As production levels fluctuate, variable expenses will also change. The more a business produces and sells, the higher its costs will be. The less a business produces and sells, the lower its costs will be. Examples of variable expenses may include the cost of raw materials needed to produce goods, the cost of production labor, shipping costs, and sales commissions.

Pricing strategically is a balancing act because both profit and sales goals are important. To make a profit, prices must be set high enough to cover the customers and sales may be lost. If the price is set too low, the costs related to the products may not be covered, which means the company could lose money.

Cost-based pricing is a pricing strategy that sets the selling price by adding the desired amount of profit per unit to the cost of producing each unit. The first step in cost-based pricing is to accurately determine the actual cost of the item for the business. The price of the product must cover the expenses related to a product for the company to make a profit. For manufacturers, price has to cover the cost of making goods and marketing them to customers. For retailers, the price has to cover the cost of buying goods and reselling them to consumers.

Marketing Ethics

Deceptive Pricing

Unethical pricing occurs when a business focuses on the customer. For example, businesses do not have the customer's best interests in mind when they raise prices on staple products in low supply, include discounts on products that are regularly priced, or temporarily lower prices to force out competition.

Markup is the difference between the base price of a product to determine the base price, which the company expects to sell the product. The **selling price**, or the actual price the customer pays for a product, may differ from the base price if it is adjusted to remain competitive. The following equation expresses cost-based pricing:

$$\text{cost} + \text{markup} = \text{base price}$$

Markup can be expressed as a dollar amount or as a percentage. Percentage markup, keystone pricing, and dollar markup methods are three approaches that can be used.

Percentage Markup Method

Using a **percentage markup** is the most common way to determine a base price. Management decides the percent of profit necessary for each item. The percentage markup for each product is turned into a dollar figure and added to the cost. Most retail businesses use the percentage markup method because it guarantees a consistent level of profit. The following formula is used to determine base price when using the percentage markup method:

$$\text{cost} \times \text{percentage of markup} + \text{cost} = \text{base price}$$

In the previous example, the cost for lawn mowers is \$245 each. Suppose the company's business model states that it must make a 40 percent profit on all sales. To achieve a 40 percent markup, each \$245 lawn mower needs to be priced at \$343.

$$\$245 \text{ cost} \times 40\% \text{ markup} = \$98$$

$$\$98 + \$245 \text{ cost} = \$343 \text{ base price}$$

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You Do the Math activities focus on skills that are important to your understanding of mathematics concepts.

Chapter 20 Advertising

Media Planning

Factors to consider when selecting media for a campaign include the target market and the availability of the media. The goal is to select the most effective media for the target market and the available budget. The cost of each type of media, as shown in Figure 20-2, should also be considered to ensure the appropriate choice is made.

Advertising is an expensive part of the promotional mix. For that reason, budgetary and scheduling conditions must be evaluated. These include the cost of creating the advertisement, cost of placement, and lead time.

Cost of Creation

Many people are involved in the development of an advertising campaign, including writing, designing, and physically creating the final pieces. All those involved must be paid for their time and talent. Other businesses, both large and small, may choose to use outside resources to create their promotions. For example, freelance graphic designers and copywriters may be hired to perform these services.

Some companies use an advertising agency to create promotions. An **advertising agency** is a firm that creates advertisements, commercials, and other parts of promotional campaigns for its clients. Typically, the advertising manager from the client, the agency's account representative, and the agency's staff, the staff creates and delivers the assigned creative services.

Streaming Media

Streaming media includes video or audio programs accessible over the Internet. Popular streaming services include Netflix, Amazon, Hulu, and Spotify. Although streaming services are considered new advertising media, they are taking a somewhat traditional approach to advertising. Many of these services insert commercials periodically throughout the programs based on the target market most likely to watch or listen to them. These services that do not currently have commercials are considering not currently have commercials are considering the adding them. After the advertising campaign, these run-time advertisements reach a large number of viewers. However, those who pay for a premium subscription may opt to view advertisements, depending on the streaming service.

20.1-4 Media Selection

The process of selecting the best media to meet the goals of an advertising campaign is known as media selection.

Social Media

Twitter

Twitter is a free microblogging service that allows its users to publish short posts called tweets. Twitter can be a useful tool for conversational marketing. Businesses can connect in real time with customers. Tweeting for marketing takes careful planning because the message is limited to 280 characters. Being able to send messages directly to consumers is just one benefit of Twitter. Marketing research is another valuable benefit. Twitter is useful in finding out what people think about a certain topic or brand. Twitter Explore page provides an updated list of topics trending among Twitter users. By viewing this page, marketers can learn what is relevant to consumers in their target market. Marketers can also see what customers are saying about the company level as well as gather marketing intelligence about the competition. Having access to customer insights can help companies make important marketing mix decisions.

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Social Media features explore how companies can use social media as a marketing tool.

Chapter 22 Visual Merchandising and Display

You Do the Math

Area

When creating retail displays, the designer must know how much space is available for the items shape considers measurements of its perimeter. The area of a rectangle, for example, is calculated by multiplying the length by the width. The area of a circle is calculated by multiplying the constant pi (3.14) by the radius of the circle units, such as square feet.

Solve the following problems.

1. The store for which you work plans to have a parking lot sale. You must calculate the area of the parking lot in order to estimate the room available for various outdoor displays. The parking lot measures 75 feet by 125 feet. What is the area of the parking lot?
2. Enough plywood must be purchased to cover the floor in a space to be used for store displays. The space is 12 feet by 25 feet. One sheet of plywood is 4 feet by 8 feet. How many sheets of plywood must be purchased? Round up to the nearest whole sheet.
3. You are creating a display in the shape of a circle. You must calculate the area of the circle to determine how much labels will be needed to cover the surface. The circle has a radius of 3 feet. How many feet of labels will you need? Round up to the nearest whole.

Store Layout

A **store layout** is a floor plan that shows how the space inside a store will be used. A store layout is usually divided into four sections: the selling area, storage support area, storage space, and customer comfort space. Figure 22-1 shows an example of a store layout.

The **selling area** is where the merchandise is presented to the customer. This area includes shelves or racks holding merchandise, displays of merchandise, and counters with cash registers for sales transactions. When designing the selling area, a planogram may be needed. A **planogram** is a diagram showing how products should be placed on shelves or in displays to maximize store space and increase customer sales.

The **storage support area** contains employee areas, such as offices, lockers, and a break room. Storage support areas are clearly marked and customers do not enter these areas by mistake. **Storage space** may be used to receive and store merchandise. Customers never see these areas.

An **additional area** containing amenities for customers, such as restrooms, lounges, and cafes, is referred to as **customer comfort space**. Many stores have added luxury comfort areas to appeal to customers. For example, Starbucks cafes can be found inside many Target stores.

Figure 22-1 A store layout is usually divided into the selling area, storage support area, storage space, and customer comfort space.

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Guided Tour continued

Check Your Understanding questions at the end of each chapter section provide an opportunity to review what you have learned before moving on to additional content. Each question is tied to a Learning Outcome.

Build Your Vocabulary activities review the key terms presented in each section. By completing these activities, you will be able to demonstrate your understanding of marketing terms.

Review Your Knowledge questions cover the basic concepts presented in the chapter so you can evaluate your understanding of the material. Each question is tied to a Learning Outcome.

Apply Your Math Skills problems relate basic math skills to the concepts covered in the chapter.

Section 23.3 Customer Service

469

For example, a customer service policy may determine how employees should communicate with customers or handle any common customer service problems. Most businesses openly share their customer service policy with customers so they know what level of service to expect before, during, and after their purchase.

If a customer service representative is unable to resolve a customer issue according to policy, the supervisor will probably be transferred to a supervisor customer a solution.

Putting extra effort into handling customer complaints properly is a courtesy that encourages repeat business. When customers feel like resolved, they often continue to give the company their business.

Section 23.3 Review

Check Your Understanding

- List methods used by businesses to collect customer service data. (23.3-1)
- Explain why a customer support employee may ask for customer feedback. (23.3-2)
- Describe the purpose of a frequently asked questions (FAQ) page. (23.3-3)
- Explain why customer service calls are sometimes transferred to supervisors. (23.3-4)

Build Your Vocabulary

As you progress through this text, develop a personal glossary of key terms. This will help you build your vocabulary and prepare you for a career. Write definitions for all the following terms and add them to your personal glossary.

customer service	customer support team
customer service mindset	frequently asked questions (FAQ) page
customer service policy	quality service

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Review Your Knowledge

1. Explain the value of personal selling. (23.1-1)
2. Identify the skills needed for a career in sales. (23.1-2 to 23.1-3)
3. Summarize tasks to complete when preparing for a sales presentation. (23.1-4)
4. List steps in the sales process. (23.2-2)
5. Identify reasons for completing sales transactions in B2B and B2C sales. (23.2-3)
6. Explain how a lost sale can be a learning experience. (23.2-4)
7. Discuss the concept of customer service in business. (23.3-1)
8. Identify the role of a customer support team. (23.3-2)
9. List types of online customer support. (23.3-3)
10. Identify the importance of handling customer complaints. (23.3-4)

Apply Your Knowledge

Write a well-known company. Determine if its sales force is selling mostly in the B2B or B2C category. Explain your reasoning. (23.1-1)

Write an outline for paragraphs explaining why a career in sales would or would not be a suitable choice for you. (23.1-2)

Assume you are a salesperson for the company you selected in question 1. You plan to use the features being advertised. Analyze the marketing approach for a career who entered the store. (23.2-2)

Determine the terms of payment you would accept if you were the owner of a small clothing boutique located in your community. Explain your decision. (23.2-3)

Think of a time you did not get purchase a product after being assisted by a salesperson. Explain the situation and provide feedback to help the salesperson improve the execution of the sale. (23.2-4)

Apply Your Math Skills

You are a salesperson at a furniture warehouse. Final price each customer must pay and record the commission for each sale. Apply your math skills to solve the following problems.

- Smith Insurance Company introduced an insurable. The company is purchasing the final price of an additional \$200. What is the commission for each sale. Apply your math skills to solve the following problems.

Item	Quantity	Price
Customer desk	6	\$530
Executive desk	2	\$275
Two-drawer file	8	\$190
Chair	8	\$140
Adjustable desk chair	8	\$140

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Internet Research activities give you the opportunity to put your marketing research skills to work to learn more about various topics.

Apply Your Knowledge activities challenge you to relate what you learned in the chapter with your own ideas, experiences, and goals. Each question is tied to a Learning Outcome.

Communication Skills activities provide ways for you to demonstrate the literacy and career-readiness skills you have mastered.

Internet Research

Customer Service Policies Search on customer service policies. Conduct an Internet search on customer service policies. Explain the importance of formal customer service policy. Describe the type of information typically included in formal types of policies.

Electronic Payments Search the Internet to find the advantages and disadvantages of accepting electronic payments. Write one paragraph outlining the top advantages and disadvantages for retailers who accept electronic forms of payment.

Handling Objections Knowing how to overcome objections during a sales presentation is a key search for handling sales objections. After reading ten (10) of the best strategies for handling customer objections during a sales presentation.

Teamwork Working with a team create a sales presentation for a product of your choice. First, research the product and benefits, then know what to determine how sales presentation needs and wants during the selling the related products, or optional features that might interest the customer. The slide presentation software or another medium to prepare visual aids that will enhance the oral presentation and deliver, and action. Deliver the presentation to your class. Be prepared to answer questions or objections from the audience. When appropriate, take action to close the sale.

Communication Skills

Speaking To provide quality customer service, employees must speak in a professional and confident manner. Partner with a classmate and take on the roles of a customer service representative and an upset customer. The customer feels that a phone recently purchased is defective. Role play the situation to complete. Each person should take turns playing the role of the customer service representative.

Writing Create a sales script for utilizing the sales process to sell a highly competitive product to a customer. The script should be clear and developed to be appropriate to the task of selling to the target audience. Select a number of selling clues to which you will make the sales presentation.

Listening Debatable listening is a key listening skill. The quality of validity of what is being said. Volunteer to listen to a sales pitch presented by a classmate for the previous activity. Then take presentation carefully and identify the persuasive would convince you to purchase the product. Alternatively, cite reasons the sales could be lost.

Item	Quantity	Price
Soils	1	\$500
Excavator	2	\$100
8' x 10' accent rug	1	\$215
70" television stand	1	\$300

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DECA Emerging Leaders features provide first-hand opportunities to explore learning activities that will help prepare you for college and career. Discover what it means to become an academically prepared, community-oriented, professionally responsible, and experienced leader through DECA®.

Teamwork activities encourage a collaborative experience to help you learn how to interact with other students in a productive manner.

DECA Emerging Leaders

Marketing Communications Series Event

Career Cluster: Marketing
Instructional Area: Customer Relations

21st Century Skills

- Critical Thinking - Reason effectively and use systems thinking.
- Problem Solving - Make judgments and decisions and solve problems.
- Communication - Communicate clearly, creatively and innovatively.
- Creativity and Innovation - Show evidence of creativity.

Performance Indicators

- Differentiate between service marketing and product marketing.
- Generate marketing communications through communication.
- Research service orientation through communication.
- Integrate business policies to communications, social and business ethics.
- Adapt communication to the culture and objectives among clients.

Purpose

Designed for first-year DECA members who are enrolled in introductory-level principles of marketing courses, the event measures the students' proficiency in those knowledge and skills identified by career practitioners as common academic and technical content in marketing. This event consists of 100 questions, multiple-choice, business administration case studies and an event simulation may play with a business resource. Participants are not informed in advance of the performance indicators to be evaluated. For the purpose of this event, sample performance indicators are given.

Participant Instructions

- The event will be presented to you through a reading of the 21st century skills.
- You will have up to 10 minutes to review the information to determine how you will handle the event situation. You may make notes to use during the presentation.

Event Situation

You will assume the role of the marketing manager for GABRIEL FOODS, a grocery store located in a city of 20,000 people. It is the only grocery store in the area. The store manager (Jorge) wants you to determine the best way to better customers that opening hours after being observed to 7:00 a.m. to 11:00 p.m. when the COVID-19 pandemic hit in 2020. 24-hour service by hanging signs and banners inside and outside the store and printing on store uniforms 10 percent of sales between 11:00 a.m. and 7:00 a.m. Sales between these hours was less service. The manager (Jorge) has asked you to effectively impact communications about the store's hours. You will present your ideas to the store manager (Jorge) in a role-play. The store manager (Jorge) will provide you with your ideas and answer the store manager's (Jorge) questions. The meeting will be concluded.

Critical Thinking

1. Determine which performance indicators relate to marketing communication.
2. Identify the types of marketing communication needed for successful implementation of this event.
3. How does communication ethics impact this scenario?
4. What are potential barriers to affecting marketing communication in this scenario? Visit www.deca.org for more information.

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Building the Marketing Plan ongoing activities provide a project-based, hands-on learning experience at the end of the units. By the end of the text, you will have completed your own unique marketing plan. Activity files provided on the companion website will help guide you through the marketing plan process.

Unit 2 Business and Our Society

Building the Marketing Plan

As a famous philosopher said, "A journey of a thousand miles begins with a single step." The first step of your journey as a marketing professional is your marketing plan. You will make many revisions to the plan as you proceed through the text. Remember, there are no right or wrong answers to any of the activities that you complete. You have reviewed the parts of the marketing plan in Unit 1 and are now ready to continue writing your own plan. Keep in mind that you are writing a draft as you complete each section of your marketing plan. You will revise each section or subsection multiple times as you conduct more research and learn more about your business and industry.

Part 1 Analyze Your Competition

Objectives

- Conduct a competitive analysis for your company.
- Evaluate your company's competitive advantage.

Directions

In this activity, you will begin developing the competitive analysis and positioning section of the marketing plan. A competitive analysis is a tool used to compare the strengths and weaknesses of a product or company with its competitors.

Access the *Marketing Dynamics* companion website at www.pearsoned.com/marketing/3144. Download and complete the activity file as indicated in the following steps. Use the Marketing Plan Writing Checklist as a guide. The checklist is available in the back of the text or on the companion website.

1. **MP Unit Activity 2-1—Conduct a Competitive Analysis** In this activity, you will select two direct competitors in your company's market and research them. Learn how your competitors are different from and similar to your company. Find out what products they offer. Based on what you learn, construct the competitive analysis matrix in MP Unit Activity 2-1.
2. Next, you will analyze the competitive analysis matrix by answering the questions in MP Unit Activity 2-1. This will help determine each company's competitive advantage. Consider how you will use your company's competitive advantage to your benefit and improve in areas where your competitors may have the advantage. This information will help you learn the best way to compete with your competitors.
3. Open the marketing plan document you saved in Unit 1.
4. Locate the competitive analysis and positioning section in the marketing plan. Use the information you gathered in MP Unit Activity 2-1 to construct Section III (Competitive Analysis and Positioning), Part A (Competitive Analysis Matrix) of your marketing plan.
5. Conduct a final check to ensure you have followed all directions for completing this section as outlined in the Marketing Plan Writing Checklist.
6. Proofread and save your marketing plan according to your instructor's directions.

Part 2 Determine Product Positioning

Objective

- Determine your company's product positioning strategy.

Directions

In this activity, you will finish developing the competitive analysis and positioning section of the marketing plan. Product positioning is the process used to influence the customer's perception of a brand or product in relation to the competition.

Access the *Marketing Dynamics* companion website at www.pearsoned.com/marketing/3144. Download and complete the activity file as indicated in the following steps. Use the Marketing Plan Writing Checklist as a guide.

1. **MP Unit Activity 2-2—Determine Product Positioning Strategy** In this activity, you will determine your company's product positioning. Research examples of the company's efforts to influence customer perception to support its product positioning strategy. Use the questions in MP Unit Activity 2-2 to help guide your research.

2. Open your saved marketing plan document.
3. Locate the competitive analysis and positioning section in the marketing plan. Use the information you compiled in MP Unit Activity 2-2 to construct Section III (Competitive Analysis and Positioning), Part B (Product Positioning) of your marketing plan. Describe your product's positioning in the market and provide examples of how your company supports its product positioning strategy.
4. Conduct a final check to ensure you have followed all directions for completing this section as outlined in the Marketing Plan Writing Checklist.
5. Proofread and save your marketing plan according to your instructor's directions.

PBL: Project-Based Learning

Solving the Case

You will assume the role of a public relations consultant who specializes in helping companies maintain a positive image by advising on ethical business dilemmas and corporate social responsibility (CSR). Your particular areas of expertise are advising on ethical marketing practices and developing ideas for generating positive public relations through social responsibility. Recently, First Care Cosmetics, a small beauty and cosmetics company, contacted you. It would like to hire you contingent upon your ability to research and analyze an unethical business situation that occurred at another company. The company executives want to see if your perspective on ethical business dilemmas will be compatible with their corporate vision.

To complete this activity, access the *Marketing Dynamics* companion website at www.pearsoned.com/marketing/3144. Download the activity files as indicated in the instructions below.

Part 1 Research and Analyze

Objectives

- Conduct research on unethical business practices.
- Recommend solutions to solve an ethical dilemma in business.

Directions

Using the Internet, conduct research about a historical case related to unethical business practices. Use PBL Unit Activity 2-1 to complete this step. Based on what you learned, analyze the situation and outline the actions you would have recommended the company to take had you been its consultant at the time.

Part 2 Plan and Persuade

Objective

- Plan corporate social responsibility actions for a real-world scenario.

Directions

Now that you have completed your research and demonstrated your ability to solve ethical situations in a manner consistent with the company's vision, First Care Cosmetics has hired you as its new public relations consultant. Your first task is to create a one-page proposal for the CEO that outlines your suggestions for how First Care Cosmetics can build goodwill through acts of corporate social responsibility (CSR).

For your proposal, you must recommend four actions the company should take, with one pertaining to each of the following categories: philanthropy, local economy, environment, and socially responsible marketing. Provide detailed action plans. Consider using pictures, designs, and color to make your proposal visually appealing. Keep in mind, this is a small company working on a tight budget so you must be creative. Since you will not be able to deliver your suggestions in person, you must create a proposal that you can email to the CEO. Your proposal should help persuade the CEO to implement your CSR plans as soon as possible.

PBL: Project-Based Learning activities at the end of the units will help you connect real-world learning to the classroom as you step into the role of a marketer to make business decisions. PBL activity files available on the companion website can be used in conjunction with the PBL activities.

Portfolio Development is an activity at the end of the last unit that provides guidance in creating a personal portfolio for use when exploring volunteer, education and training, and career opportunities.

Unit 12 Preparing for the Future

Portfolio Development

When you apply for a job or college, or volunteer for community service, you will need to tell others why you are qualified for the position. To support your qualifications, skills, and a portfolio. A portfolio is a collection of materials that shows your qualifications, skills, and talents. A portfolio supports a career or personal goal. For example, a certificate that shows you have completed relevant and firm-based training could help you get a job at a local pool as a lifeguard. An essay you wrote about protecting native plants could show your commitment to the environment and help you get a volunteer position at a park. A transcript of your school grades could help show that you are qualified for college. A portfolio is a living document, meaning it should be reviewed and updated on a regular basis.

Complete the steps in this activity to construct a portfolio you can use to help obtain future employment, volunteer positions, or college acceptance.

Step 1: Objective Before you begin collecting information for your portfolio, write an objective for the finished product. An objective is a complete sentence or two that states what you want to accomplish.

The language in your objective should be clear and specific. Include enough details so you can easily judge when it is accomplished. Consider easily judge when it is accomplished. Consider easily judge when it is accomplished. Consider easily judge when it is accomplished.

Step 2: Research Two formats of portfolios commonly used are print portfolios and digital portfolios. A digital portfolio may also be called an e-portfolio. The contents of an e-portfolio should be compiled and presented in a professional-looking binder. A digital portfolio may be constructed using a professionally designed web page or a social media platform such as LinkedIn. The format in which a portfolio is shared during the interview process may depend on the position you are seeking. For example, a link to your digital portfolio may be shared with a college admissions team or in a cover letter to an employer. A print portfolio may be shared with the hiring manager during a face-to-face job interview. It is helpful to identify which format of portfolio is appropriate for your objective. Research is appropriate when you are seeking employment as a marketing professional. If you are seeking employment as a marketing professional, create a portfolio that includes your resume, list of references, school transcripts, certificates or diplomas earned, and PBA awards.

Directions

1. Use the Internet to search for *print portfolio* and *digital portfolio*. Read articles about each type of portfolio.
2. Compare and contrast a print portfolio with a digital portfolio.
3. Determine if a print or digital portfolio is best for your needs to meet your objective.

Step 3: Checklist Once you have written your portfolio objective and decided on a format, it is time to determine the components that will be included in your portfolio. The components you select to include in your portfolio will reflect your portfolio's purpose and objectives. For example, if you are seeking employment as a marketing professional, create a portfolio that includes your resume, list of references, school transcripts, certificates or diplomas earned, and PBA awards.

Marketing Plan Writing Checklist

Topic	Did You Insert ...	Evaluation Criteria	Check When Complete
Title Page and Table of Contents	<ul style="list-style-type: none"> • the company name? • selected product? • your name? • the date? 	Are all page numbers listed in the table of contents accurate?	
Executive Summary		<p>Does your executive summary with an introductory paragraph that will entice the reader to review the entire document. Additionally, identify the company product you selected. If appropriate, write a sentence that describes the problem that the marketing plan will solve.</p> <p>Next, give an overview of the topics the marketing plan addresses. Briefly describe each of the topics below. Because the individual sections of the marketing plan will go into detail, the information about these topics in the executive summary is just an overview.</p> <ul style="list-style-type: none"> • Show evidence of the situation analysis. • SWOT analysis • Environmental scan (PESTLE analysis) • Sales history and forecasts • Best opportunities • Sales goals <ul style="list-style-type: none"> • Identify the marketing strategies that will be used. <ul style="list-style-type: none"> • Target market • Geographic • Demographic • Psychographic • Behavioral • Marketing mix <ul style="list-style-type: none"> • Product • Price • Place • Promotion • Outline the action plan. <ul style="list-style-type: none"> • Timeline • Budget • Metrics <p>Remember, this is a summary, not detailed information. Only list the highlights of your plan. The goal is to provide a snapshot that will give the reader a clear picture of the entire marketing plan. Be sure to use topic sentences, diagrams, and pictures where appropriate.</p> <p>Use the information you compiled in MP Unit Activity 10 as a reference to help write the action of the marketing plan.</p>	

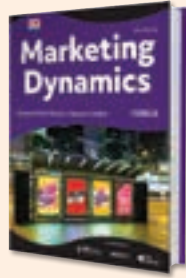
The **Marketing Plan Writing Checklist** works in conjunction with the Building the Marketing Plan project to guide you through the creation of your marketing plan.

TOOLS FOR STUDENT AND INSTRUCTOR SUCCESS

Student Tools

Student Text

Marketing Dynamics provides a comprehensive framework to learn about the concepts of marketing. It includes an introduction to the four Ps (product, price, place, and promotion) as well as the marketing plan, marketing research, and target market identification, all of which provide the foundation needed to become a marketing professional.



Companion Website

Activity files provide guidance in completing the Building the Marketing Plan project and PBL: Project-Based Learning activities.

Instructor Tools

G-W Ignite

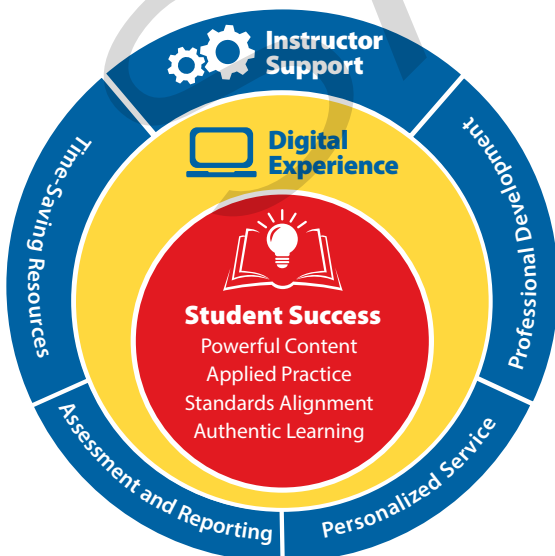
G-W Ignite provides a seamless user experience for both you and your students. The easy-to-navigate interface and class rostering capabilities make setting up a course easy and intuitive. Instructors can quickly and easily share assignments with students. Auto-graded activities and assessments make grading easier than ever, and rubrics are provided for ease of grading when required. Extensive reporting capabilities allow instructors to view students' progress and evaluate performance against learning outcomes and key standards. Students have their own My Progress dashboard where they can view grades and comments from their instructor.

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 - The **Online Workbook content** in digital format provides opportunities for students to reinforce understanding of learning outcomes in the text. Instructors can easily assign workbook activities and grade student work using the rubrics provided.
 - **Animations** dive deeper into key concepts from the text. They aid students in visualizing important topics. Animation quiz questions help assess student comprehension in real time.
 - **Drill and Practice Vocabulary Activities**, which are provided for all key terms in every lesson, provide an active, engaging, and effective way for students to learn the required terminology.
 - Use the **Pretests, Posttests, and Exams** to assess students' knowledge of learning outcomes and key standards. These prebuilt assessments help you measure student knowledge and track progress in achieving learning outcomes.
 - The **Instructor Resources** provide instructors with time-saving preparation tools such as answer keys, editable lesson plans, and other teaching aids.
 - **Instructor's Presentations for PowerPoint®** are fully customizable, richly illustrated slides that help you teach and visually reinforce the key concepts from each chapter.
- See www.g-w.com/marketing-dynamics-2024 for a list of all available resources.

Professional Development

- Expert content specialists
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- Options for virtual and in-person Professional Development
- See www.g-w.com/pd for a full list of virtual and in-person options.



Brief Contents

Unit 1 Marketing Dynamics.....2	Unit 8 Marketing Mix: Place.....316
Chapter 1 Introduction to Marketing 4	Chapter 17 Place 318
Chapter 2 Marketing Plan 20	Chapter 18 Purchasing and Inventory... 340
Chapter 3 Targeting a Market..... 38	Unit 9 Marketing Mix: Promotion ... 360
Unit 2 Business and Our Society 60	Chapter 19 Promotion..... 362
Chapter 4 Business Basics 62	Chapter 20 Advertising 382
Chapter 5 Ethics and Social Responsibility..... 82	Chapter 21 Social Media Marketing ... 402
Unit 3 Economics..... 98	Chapter 22 Visual Merchandising and Display 422
Chapter 6 Economic Principles 100	Chapter 23 Personal Selling..... 440
Chapter 7 Economic Activity 118	Unit 10 Essential Marketing Skills ... 466
Chapter 8 Global Trade 136	Chapter 24 Marketing Communications..... 468
Unit 4 Management.....156	Chapter 25 Marketing Pitch..... 486
Chapter 9 Business Management 158	Unit 11 Entrepreneurship 504
Chapter 10 Risk Management.....174	Chapter 26 Fundamentals of Entrepreneurship 506
Unit 5 Marketing-Information Management192	Chapter 27 Building a Business..... 524
Chapter 11 Marketing Research..... 194	Unit 12 Preparing for the Future..... 546
Chapter 12 Understanding the Customer216	Chapter 28 Planning for Success 548
Unit 6 Marketing Mix: Product..... 240	Chapter 29 Planning for Your Career... 570
Chapter 13 Product 242	
Chapter 14 Branding..... 264	
Unit 7 Marketing Mix: Price 282	
Chapter 15 Price..... 284	
Chapter 16 Pricing Product 300	

Contents

Unit 1

Marketing Dynamics 2

Chapter 1

Introduction to Marketing 4

Section 1.1 Marketing Defined 6

Section 1.2 Marketing Basics 9

Chapter 2

Marketing Plan 20

Section 2.1 Researching a Marketing Plan 22

Section 2.2 Developing a Marketing Plan 29

Chapter 3

Targeting a Market 38

Section 3.1 Identifying the Market 40

Section 3.2 Evaluating the Competition 48

Building the Marketing Plan 58

PBL: Project-Based Learning 59

Unit 2

Business and Our Society 60

Chapter 4

Business Basics 62

Section 4.1 Business Defined 64

Section 4.2 Laws and Regulations 71

Chapter 5

Ethics and Social Responsibility .. 82

Section 5.1 Ethics 84

Section 5.2 Social Responsibility 89

Building the Marketing Plan 96

PBL: Project-Based Learning 97

Unit 3

Economics 98

Chapter 6

Economic Principles 100

Section 6.1 Introduction to Economics 102

Section 6.2 Economic Systems and Market Forces 108

Chapter 7

Economic Activity 118

Section 7.1 Economic Measurement 120

Section 7.2 Government and the Economy 128

Chapter 8

Global Trade 136

Section 8.1 Global Business Environment 138

Section 8.2 Global Marketplace 143

Building the Marketing Plan 154

PBL: Project-Based Learning 155

Unit 4

Management 156

Chapter 9

Business Management 158

Section 9.1 Management Fundamentals 160

Section 9.2 Management in Practice 164

Chapter 10

Risk Management 174

Section 10.1 Identifying Risk 176

Section 10.2 Managing Risk 181

Building the Marketing Plan 190

PBL: Project-Based Learning 191

Unit 5
Marketing-Information Management.....192

Chapter 11
Marketing Research..... 194

Section 11.1 Marketing Research Data 196
Section 11.2 Conducting Marketing Research..... 206

Chapter 12
Understanding the Customer....216

Section 12.1 B2C Customers218
Section 12.2 B2B Customers 225
Section 12.3 Credit Basics 230
Building the Marketing Plan238
PBL: Project-Based Learning.....239

Unit 6
Marketing Mix: Product 240

Chapter 13
Product 242

Section 13.1 Product Decisions 244
Section 13.2 New Product Development Process251

Chapter 14
Branding..... 264

Section 14.1 Product Branding 266
Section 14.2 Brand Identity and Protection.....271
Building the Marketing Plan280
PBL: Project-Based Learning..... 281

Unit 7
Marketing Mix: Price282

Chapter 15
Price..... 284

Section 15.1 Importance of Price 286
Section 15.2 Price Influencers..... 289

Chapter 16
Pricing Product 300

Section 16.1 Pricing Strategies 302
Section 16.2 Governmental Influence on Pricing 306
Building the Marketing Plan 314
PBL: Project-Based Learning..... 315

Unit 8
Marketing Mix: Place..... 316

Chapter 17
Place318

Section 17.1 Channels of Distribution..... 320
Section 17.2 Supply Chain 328

Chapter 18
Purchasing and Inventory..... 340

Section 18.1 Purchasing 342
Section 18.2 Inventory 348
Building the Marketing Plan358
PBL: Project-Based Learning.....359

Unit 9
Marketing Mix: Promotion .. 360

Chapter 19
Promotion..... 362

Section 19.1 Promotion Basics..... 364
Section 19.2 Elements of the Promotional Mix 372

Chapter 20
Advertising 382

Section 20.1 Advertising Basics 384
Section 20.2 Creating an Advertising Campaign..... 392

Chapter 21
Social Media Marketing 402

Section 21.1 Social Media Marketing Fundamentals 404
Section 21.2 Social Media Marketing Planning412

Chapter 22
Visual Merchandising and Display. 422

- Section 22.1 Visual Merchandising . . . 424
- Section 22.2 Display 429

Chapter 23
Personal Selling. 440

- Section 23.1 Role of Sales 442
- Section 23.2 Selling. 445
- Section 23.3 Customer Service 456
- Building the Marketing Plan 464
- PBL: Project-Based Learning. 465

Unit 10
Essential Marketing Skills . . . 466

Chapter 24
Marketing Communications . . . 468

- Section 24.1 Communication Basics 470
- Section 24.2 Content Writing in Marketing. 476

Chapter 25
Marketing Pitch. 486

- Section 25.1 Persuading an Audience. 488
- Section 25.2 Delivering a Marketing Pitch. 494
- Building the Marketing Plan 502
- PBL: Project-Based Learning. 503

Unit 11
Entrepreneurship 504

Chapter 26
Fundamentals of Entrepreneurship 506

- Section 26.1 Becoming an Entrepreneur 508
- Section 26.2 Forming a Business. 513

Chapter 27
Building a Business. 524

- Section 27.1 Strategies for Starting a Business 526
- Section 27.2 Funding a Business 533
- Building the Marketing Plan 544
- PBL: Project-Based Learning. 545

Unit 12
Preparing for the Future . . . 546

Chapter 28
Planning for Success 548

- Section 28.1 Interpersonal Skills. 550
- Section 28.2 Career Investigation and Planning. 556

Chapter 29
Planning for Your Career. 570

- Section 29.1 Finding and Applying for Employment. 572
- Section 29.2 Interviewing and the Employment Process 581
- Portfolio Development 594

Marketing Plan Writing Checklist. . . 596

Glossary 608

Index 630

Feature Contents

Real-World Connection

Eataly	4
Zappos	20
Cuisinart	38
General Electric (GE)	62
Give Back Box	82
Boston Honey Company	100
Hyundai	118
Walmart	136
Enterprise Holdings	158
Gillinder Glass	174
Global Handwashing Partnership	194
UPS	216
L.L. Bean	242
De Beers and State Farm	264
Under Armour	284
Dollar Stores	300
Amazon Prime Air	318
Target	340
T-Mobile	362
Airbnb	382
Sociallyin	402
Apple	422
IBM	440
Fisher-Price	468
Mary Kay	486
Petco	506
Warby Parker	524
Walt Disney	548
TaskRabbit	570



Exploring Marketing Careers

Marketing Manager	8
Market Analyst	50
Sales Manager	76
Actuary	107
Public Relations	161
Trade Show Manager	228
Product Manager	245
Cost Estimator	290
Supply Chain Manager	333
Advertising and Promotions Manager	375
Webmaster	416
Graphic Designer	434
Copywriter	479
Top Executives	529
Interactive Media Specialist	583



Marketing Ethics

Business Ethics	10
Integrity	85
Greenwashing	129
Sourcing	141
Expense Accounts	165
Going-Out-of-Business Sale	218
Proprietary Information	259
Deceptive Pricing	292
Collusion	321
Truth-in-Advertising Laws	368
Social Networking and Privacy	410
Communication	473
Tax Returns	537
Conflict of Interest	555



Social Media

Social Media as a Marketing Tool . . .	23
Social Media Marketing (SMM)	90
Social Media Analytics	125
Social Media Risk Management	178
Content Marketing	199
Social Media Branding	273
Social Media and Discount Pricing	303
Facebook Tools	346
Twitter	388
YouTube	457
LinkedIn	496
Blogs	510
Finding a Job Using Social Media . . .	573



You Do the Math

Basic Math	28
Discretionary Income	44
Income Statement	70
Interpreting Line Graphs	112
Currency Conversion	145
Problem Solving and Reasoning	184
Margin of Error	207
Problem Solving and Reasoning	269
Pricing Calculations	308
Making Conversions	352
Fundamental Counting Principle	394
Area	426
Counting Change	454
Solution Accuracy	492
Probability	511
Opening and Closing a Cash Register	563

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