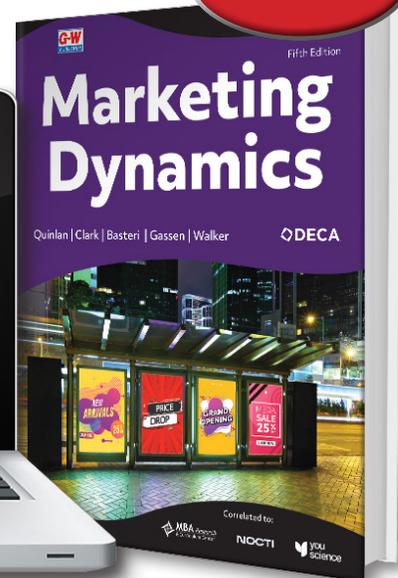
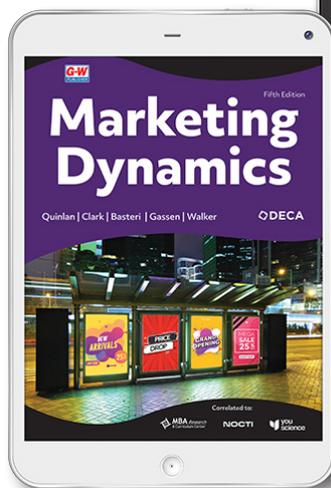


# Provide a Well-Rounded Introduction to the Marketing Mix and the Four P's

Guide Students in Developing Their Own Marketing Plan

*Including Digital Lessons Online*

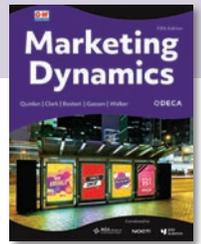
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- **NEW Problem-Based Learning activities** ask students to step into the role of a marketer to make business decisions.
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- **Building the Marketing Plan projects** offer an authentic learning experience that builds throughout the text.



## About the Authors

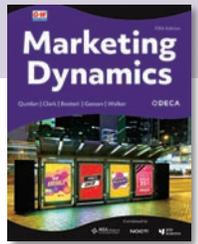
**NEW Author! Cindy Quinlan, Ed.S.** is a Career, Technical, and Agricultural Education Department Chair, Entrepreneurship teacher, and Work-Based Learning Coordinator for Gwinnett County Public Schools (GCPS) in Georgia. During her time with GCPS, Quinlan founded the Brookwood Integrated Entrepreneurship 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 is 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 retired 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 served as the Professional Development Manager for MBA Research and Curriculum Center and was the co-author of *Marketing Dynamics* and *Entrepreneurship*. Brenda's marketing program was named Business of the Year by the Jenison Chamber of Commerce. Two of her marketing department's school-based enterprises have earned numerous Gold Certifications. She earned a bachelor's degree in marketing education, a master's degree in educational leadership, and an Ed.D. in educational leadership with a concentration in career and technical education from Western Michigan University.

**Cynthia Gendall Basteri** is currently Director of Community Services for Tewksbury Public Schools, Massachusetts. Previously, she taught marketing for 26 years. In addition to serving as a Competitive Events Director at the district, state, and national levels, she served on DECA's National Task Force for Competitive Events and the Secondary Program Advisory Council. She earned both her bachelor's degree in mathematics and master's degree in Occupational Education/Administration from Fitchburg State College and received a doctorate degree from Nova Southeastern University.

**Chris Gassen** is the principal of an investment firm and was formerly an equity mutual fund manager. He earned an MBA 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** is the owner 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 5,900 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, and Walker Consulting. Walker has a Doctor of Philosophy degree in applied technology, training, and development from the University of North Texas. She also taught marketing education and was a DECA advisor in the Dallas Independent School District.



## Let's Look Inside the Student Edition

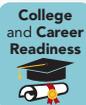
- Chapters open with **Real-World Connections**, which describe modern marketing practices from real companies followed by critical-thinking questions to start discussion.
- **Reading Prep** guides student reading and introduces ELA strategies.

### CHAPTER 17 Place

#### Sections

- 17.1 Channels of Distribution
- 17.2 Supply Chain

#### Reading Prep



Before reading this chapter, look at all the illustrations. Illustrations

help readers visualize the concepts and topics presented in the content. What information can you deduce from the chapter illustrations?

#### Real-World Connection

##### Amazon Prime Air

Advances in technology impact many areas of business, including channels of distribution. Many companies are testing the use of remote-controlled drones to make product deliveries. This technology can drastically reduce the cost of delivering products on the last leg of distribution, such as from a warehouse or distribution center to the customer's door. Currently, drones are a cost-effective delivery option for packages that weigh less than five pounds and can be delivered in less than one hour, round trip.

In 2016, Amazon created an experimental drone-delivery service called *Prime Air*. This service automates small deliveries from Amazon facilities to customers who live nearby. The company made its first commercial drone delivery to a shopper in England in December of 2016. This initial drone flight delivered an Amazon Fire streaming video device and popcorn. The trip, from the local Amazon warehouse to the consumer's home, was two miles long and took 13 minutes. The company celebrated this event as a significant achievement in automated shipping.

Since then, Amazon has worked to improve its drone technology in order to expand its drone delivery system. Amazon has created drones with the capability to sense and avoid other aircraft and obstacles, such as people and animals. The drones can also operate at greater distances. Amazon has worked closely with the Federal Aviation Administration (FAA) to receive approval to operate these high-tech drones. This technology has many exciting possibilities and the potential to greatly change the channels of distribution.

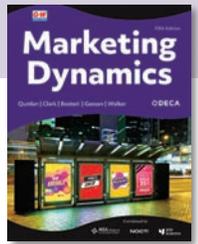
#### Critical Thinking

1. What are the advantages of using drones to deliver products?
2. What are some of the drawbacks of using drone delivery?
3. How does the use of drones benefit both Amazon and its customers?

#### Contents

1. Introduction to Marketing
2. Marketing Plan
3. Targeting a Market
4. Business Basics
5. Ethics and Social Responsibility
6. Economic Principles
7. Economic Activity
8. Global Trade
9. Business Management
10. Risk Management
11. Marketing Research
12. Understanding the Customer
13. Product
14. Branding
15. Price
16. Pricing Product
17. Place
18. Purchasing and Inventory
19. Promotion
20. Advertising
21. Social Media Marketing
22. Visual Merchandising
23. Personal Selling
24. Marketing Communications
25. The Marketing Pitch
26. Fundamentals of Entrepreneurship
27. Building a Business
28. Planning for Success
29. Planning for Your Career

PLUS  
Online  
Workbook  
Activities



- **Essential Questions** keep students on track as they learn new content.
- **Learning Outcomes** and **Key Terms** begin each section.
- **Photo Captions** ask critical-thinking questions.

## SECTION 17.1

### Essential Question

Why is place an important P in the marketing mix?

# Channels of Distribution

## Learning Outcomes

- 17.1-1 Explain *place* as one of the four Ps of marketing.
- 17.1-2 Identify distribution channels for B2C and B2B markets.
- 17.1-3 Explain how to manage the channel of distribution.
- 17.1-4 Discuss ethical and legal issues in product distribution.

## Key Terms

supply chain  
channel of distribution  
intermediary  
bulk-breaking  
nonstore retailer  
e-tailer  
multi-channel retailer  
direct channel  
indirect channel

retailer channel  
wholesaler channel  
agent/broker channel  
industrial goods  
industrial distributor channel  
agent/broker industrial distributor channel  
channel conflict  
slotting fee

### 17.1-1 Place

Place is one of the four Ps of marketing. *Place* refers to the activities involved in getting a good or service to the end user. It involves determining when, where, and how products get to customers. Place is also known as *distribution*.

A **supply chain** consists of the businesses, people, and activities involved in turning raw materials into products and delivering them to end users. Physical distribution is a part of the larger process of the supply chain. The supply chain can be very long for some businesses or very short for others.

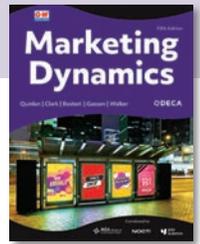
A major decision involving place is selecting the channel of distribution. A **channel of distribution** is the *path* that goods take through the supply chain. *Channel members* are the organizations that help move products from their origination to the consumer. Channel members include producers and intermediaries. A supply chain is more effective when channel members form *affinity partner*

*relationships*, meaning all channel members share a common goal—selecting the most efficient and cost-effective way to get products to more customers to increase profits.



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Place refers to the activities involved in getting a good or service to the end user. **What companies can you name that help facilitate distribution?**



- **Section Review** asks **Check Your Understanding** questions for students to verify they understand the learning outcomes, while **Build Your Vocabulary** asks students to build a personal glossary of key terms before moving on.

## 17.1-4 Ethical and Legal Issues

Producers are generally allowed to select the channel of distribution and channel members of their choice. However, there are situations involving product distribution where potential ethical and legal issues must be monitored closely by managers. These may include exclusive dealings, full-line forcing, and slotting fees.

An *exclusive distribution agreement* occurs when a producer chooses to distribute exclusively through certain channel members. The situation becomes *exclusive dealing* when the producer does not allow a channel member to handle the products of competitors. For example, McDonald's formed an exclusive dealing agreement with Coca-Cola to sell only its products when serving soft drinks.

Exclusive dealings are not illegal if they are agreed to by both parties and the agreement does not form a monopoly that violates antitrust laws.

*Full-line forcing* occurs when the producer of a well-known brand will sell the product to a channel member only if it also agrees to buy the other items in the producer's product line. This practice becomes illegal if competition is greatly decreased because of the agreement.

A **slotting fee** is a one-time fee paid by a producer to a retailer for shelf space and preferred placement. Higher fees paid earn better placement and more shelf space. While legal, some consider this practice unethical since it causes a competitive disadvantage for small manufacturers who may not be able to pay large slotting fees. Retailers argue that slotting fees protect against the financial risk that comes from shelving products that may fail.

## Section 17.1 Review

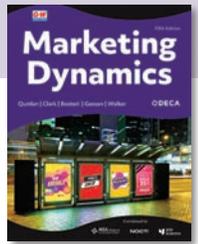
### Check Your Understanding

1. What is a major decision involving place? (17.1-1)
2. Identify examples of nonstore retailers. (17.1-1)
3. Why might some producers choose to use an agent/broker channel? (17.1-2)
4. List examples of standards on which a channel member may be evaluated. (17.1-3)
5. List three situations that should be monitored by managers to avoid legal and ethical issues during product distribution. (17.1-4)

### 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.

agent/broker channel	industrial goods
agent/broker industrial distributor channel	intermediary
bulk-breaking	multi-channel retailer
channel conflict	nonstore retailer
channel of distribution	retailer channel
direct channel	slotting fee
e-tailer	supply chain
indirect channel	wholesaler channel
industrial distributor channel	



- **Exploring Marketing Careers** introduces business and marketing-related careers including key responsibilities, personality traits, current job outlook, and median salary.
- **You Do the Math** features offer scenario-based problems that integrate mathematical skills. The online course includes the **Math Skills Handbook**, which students can review before completing these problems.



## Exploring Marketing Careers

### Supply Chain Manager

One of the many tasks that contributes to a company's success is managing product flow. Not having enough of a product carries the risk of running out of stock. On the other hand, having too much of the product increases the need for warehousing, which in turn increases the company's costs. Supply chain managers are responsible for managing the flow of products through a company. They coordinate purchasing, transportation, inventory, warehousing, and distribution activities. They also analyze purchasing patterns to forecast the need for specific products. Typical job titles for these positions include *supply chain manager*, *logistician*, *forecasting manager*, *channel manager*, and *material requirements planning manager*.

Some examples of tasks that supply chain managers perform include:

- Analyze inventories to determine how quickly products are turned over
- Monitor industry forecasts to identify trends that may affect the supply chain
- Select transportation routes to maximize economy by combining shipments
- Evaluate supply chain members and factors, such as product cost or quality
- Implement new or improved supply chain processes to improve efficiency

Supply chain managers need a sound knowledge of production processes and should be able to maximize the efficient manufacture or purchase and distribution of products. They should understand transportation and distribution. In addition, they must have excellent math skills and an ability to analyze data to find purchasing trends. Most jobs in this field require a bachelor degree in logistics and supply chain management or a related field, as well as several years of experience.

The job outlook for supply chain managers is expected to grow by 30 percent through 2030. The median annual wage for supply chain managers in 2021 was \$77,030. For more information, access the *Occupational Outlook Handbook* online.



## You Do the Math

### Counting Change

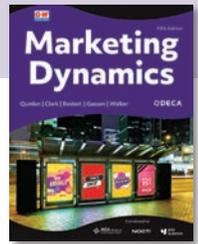
The skill of making change is required of salespeople working in retail establishments, restaurants, and other businesses. Knowing how to make change correctly is important for providing customer satisfaction. When a customer makes a purchase, the change the cashier returns is determined by the amount of money the customer gives the cashier.

**Solve the following problems.**

1. A customer at a housewares store purchases a blender. The final price of the blender is \$87.31,

including tax. The customer gives you \$100 to pay for it. How much change will you give the customer?

2. Based on the amount of change due back to the customer in the previous question, provide a breakdown of the denominations of currency (coins and bills) you will give the customer.
3. A customer hands you three 20-dollar bills and 37 cents in change for a purchase that totaled \$56.37. What is the change due back to the customer?



- **Social Media features** are found in each chapter to remind students how social media is integral to modern marketing strategies.
- **Mobile Strategies** and **Modern Business Technology** have been updated throughout the fifth edition.



## Social Media

### YouTube

YouTube is a video sharing website that allows users to upload videos they have created and watch videos posted by other users. YouTube videos can actively engage viewers, which is good for business. Users are able to talk about videos by asking questions, giving comments, sharing, and requesting additional information from the content creator. For example, you can include links, Q&As, or comments associated with precise moments in the video. Viewers can also share a YouTube video on other social media sites.

Many businesses are using YouTube as part of their online customer support program. Companies are creating and posting instructional videos to show their customers how to install, use, or repair products. These videos provide a self-service solution for customers. This enhances the overall customer service experience. Other consumers may stumble upon these videos when searching for related content, such as how to repair a leaky faucet. YouTube videos are a great way to position a company as a go-to expert in the industry.

from customers. For example, customers may be asked how they learned about a product they are ordering. This information can then be sent to marketing where metrics are used to evaluate the success of a marketing campaign.

A customer support employee may also ask for feedback on a product that a customer purchased. Questions about likes and dislikes or how the product can be improved can be asked. This information may be useful to the product development team to help create better products.

### 23.3-3 Online Support

Many organizations provide 24-hour customer support online. Online support can take several different forms and provide many types of information. This support is usually through the company's website or social media pages. Online support gives customers the option to use the kind of support with which they are most comfortable. Some company websites offer all forms of online customer support. Other organizations only offer one or two. Online support is convenient for customers because it is timely. Customers can find answers right when needed. Each of the following online support methods may help solve customer problems.

### Frequently Asked Questions (FAQ) Pages

A **frequently asked questions (FAQ) page** is the part of a website that gives detailed answers to the questions or issues most commonly asked by customers. FAQ pages are effective in answering customer questions quickly without taking the time of a support person. If new questions or issues are raised through e-mail or by phone, they can be added to the FAQ page.

### E-mail Support

Many issues can be solved through e-mail, which is a fast and efficient online support option. However, when using e-mail support, the turnaround time to answer customer inquiries and issues is critical. A business must have sufficient personnel to respond to customer questions.

## Product Tracking

Customers appreciate being able to track their orders. When orders are placed, the tracking information and link is sent to the customers via e-mail. The link provides a way to check the shipping progress at any time.

## Online Chat

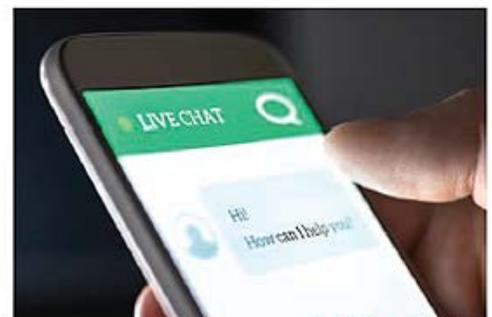
A popular form of online customer support is the ability for customers to chat live online with a member of the customer support team. Customers interact with staff dedicated to answering their questions and problem solving. One advantage to this type of customer support is that the responses are immediate so problems can usually be solved quickly.

## Social Media Sites

Social media is a great way to address customer issues directly. Most social media sites allow customers to post both positive and negative feedback. The person in charge of monitoring the company's social media pages can immediately address any questions or solve problems.

### 23.3-4 Handling Customer Complaints

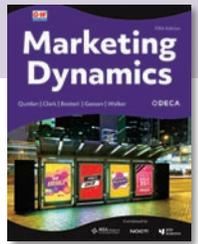
Communication with customers presents many opportunities. Customers create new opportunities for improvement when they disagree with store



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Customers can chat live online with customer support representatives. Why might a customer choose to chat online when having an issue with a product?





- The **Marketing Pitch** chapter focuses on key communication and selling skills, DECA and other CTSO competitions, persuasion techniques, and structuring a pitch.

## CHAPTER 25 Marketing Pitch

### Sections

25.1 **Persuading an Audience**

25.2 **Delivering a Marketing Pitch**

### Reading Prep

**College and Career Readiness**

Before reading the chapter, examine the list of key terms in each section. What clues do they convey about the chapter topics you will study?

### Real-World Connection

#### Mary Kay

The direct sales industry is growing. Direct sales companies have sales or marketing representatives who sell products in a location other than a traditional retail setting. Often, these representatives will visit customers' homes to make their marketing pitch.

Mary Kay is a highly profitable direct sales company. The cosmetics and skin care company was founded by Mary Kay Ash in 1963. The company started with only four skin care products and one makeup foundation. Today, Mary Kay has over 1,600 patents for various skin care products, cosmetics, and packaging designs. It has more than 3.5 million representatives, called Independent Beauty Consultants, selling the company's products worldwide. The Direct Selling Association presented Mary Kay with the Hall of Fame Award in 1976.

Mary Kay consultants host in-home parties to sell their products. To ensure a successful marketing pitch, the consultants must be knowledgeable about the company's products as well as skin care regimens and makeup application. The pitch includes a demonstration of the products. Showing how the products can be used to address skin care problems helps customers see the benefits. As the proverb says, "seeing is believing." However, the marketing pitch is about more than selling the products—it provides a learning experience for the customer, which helps build brand loyalty.

The Independent Beauty Consultants are behind the enormous success of Mary Kay. In return, Mary Kay rewards their work and dedication through various incentive and recognition programs. The top sales producers can even earn the use of a Cadillac! Pink is the signature color of Mary Kay.

### Critical Thinking

- Why is the marketing pitch a key factor to the success of direct sales?
- Do you think a visual or verbal marketing pitch is more effective? Explain your answer.
- Why should marketers focus on meeting customer needs as much as making the sale?

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### 25.2-1 Structuring a Marketing Pitch

When developing a marketing pitch, a marketer should use a pitch structure that presents the contents effectively and strategically. **Pitch structure** refers to the formation and sequence of the content presented in a marketing pitch. Guidelines for creating the pitch structure are shown in Figure 25-2.

When structuring a marketing pitch, there are typically four steps in the process. Prior to the presentation, marketers should prepare a script for each step to ensure no key points are overlooked.

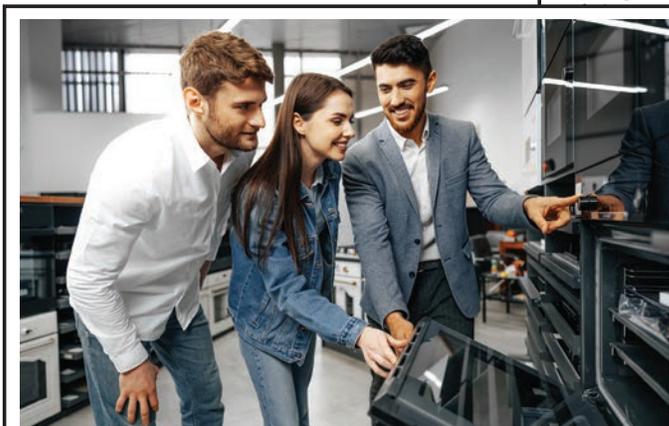
#### Make an Attention-Getting Introduction

The beginning of a marketing pitch should be designed to quickly grab the target audience's attention. Typically, this must be done in 30 seconds or less. The introduction is crucial as it sets the stage for why the audience should care about

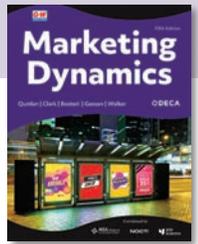
#### Pitch Structure Guidelines

Steps	Content Suggestions
<b>Make an attention-getting introduction</b>	<ul style="list-style-type: none"> <li>Use pathos (storytelling technique) to persuade others.</li> <li>Hold to 30 seconds or less.</li> </ul>
<b>Describe the problem</b>	<ul style="list-style-type: none"> <li>Explain key points of the problem.</li> <li>Use logos (provide evidence and reasoning) to persuade others.</li> <li>Use credible sources.</li> <li>Use analogies when appropriate.</li> </ul>
<b>Present the solution</b>	<ul style="list-style-type: none"> <li>Explain key points of the solution.</li> <li>If the solution is a product, provide features and benefits and a value proposition.</li> </ul>
<b>Make a call to action</b>	<ul style="list-style-type: none"> <li>Briefly remind the audience of the emotional connection made in the introduction.</li> <li>Summarize key points of the solution.</li> <li>State the call to action.</li> <li>Thank the audience and answer questions.</li> </ul>

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**Figure 25-2** By following pitch structure guidelines, marketers can effectively and strategically prepare a script for the marketing pitch.



Presenting key product features and benefits helps explain how the product can solve the customer's problem. **Which do you think a customer might find more persuasive—product features or product benefits?**



- **Chapter Review and Assessment** includes multiple methods to assess students and opportunities for them to apply knowledge in activities and projects.
- **Chapter Summary** offers a quick review of each learning outcome from the chapter and highlights the important topics for students to study.

## Chapter 3 Review and Assessment

### Chapter Summary

#### Section 3.1 Identifying the Market

##### 3.1-1 Differentiate between mass marketing and target marketing.

A mass market is a large group of undifferentiated customers who might buy a good or service. A target market is the specific group of customers to whom a company aims to sell its goods and services.

##### 3.1-2 Define variables used for market segmentation.

Market segmentation is the process of dividing a large market into smaller groups, which can help in accurately selecting a target market. Segmenting a market based on where customers live is geographic segmentation. Demographic segmentation is dividing the market of potential customers by their personal statistics. Psychographic segmentation is dividing the market by certain preferences or lifestyle choices. Behavioral segmentation divides a market based on how a customer interacts with a good or service.

##### 3.1-3 Explain the importance of a customer profile.

A customer profile is a detailed description of the typical consumer in a market segment. Accurate customer profiles help determine the best promotional strategies. This allows goods or services to be promoted specifically to those within the target markets.

#### Section 3.2 Evaluating the Competition

##### 3.2-1 Identify types of competition that businesses encounter.

Direct competitors are companies that sell identical or very similar goods or services. Indirect competitors offer different, but similar, goods or services that meet customer needs. Price competition occurs when a lower price is the main reason for customers to buy from one business instead of another. Nonprice competition is a competitive advantage based on factors other than price.

##### 3.2-2 Describe a competitive analysis.

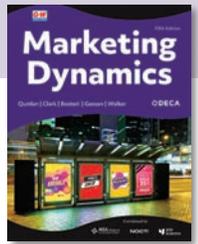
A competitive analysis is a tool used to compare the strengths and weaknesses of a product or company with its competitors. Information obtained during a competitive analysis can help a business develop the strategies necessary to maintain its current market share or to take business away from the competition. The competitive advantage of a product or business is offering better value, features, or service than the competition.

##### 3.2-3 Define product positioning.

Product positioning is the process used to influence the customer's perception of a brand or product in relation to the competition. It is a marketing strategy that *positions* the product as better than the competition in some specific way.

##### 3.2-4 Discuss steps taken to create a sales analysis.

The sales analysis begins with a review of current and past sales to help determine the market potential. Determining the market potential will confirm whether the market segment selected will be profitable. If the market potential exists, the business will forecast its portion of the market share in comparison to its competitors.



- **Review Your Knowledge** includes activities aligned to each learning outcome.
- **Apply Your Knowledge** offers hands-on activities for students to practice new skills.
- **Apply Your Math Skills** includes real-world scenarios related to the chapter that require mathematical calculations to solve problems.

## Review Your Knowledge

1. Explain how the concept of a market applies to marketing products. (3.1-1)
2. Differentiate between mass marketing and target marketing. (3.1-1)
3. Explain the concept of market segmentation. (3.1-2)
4. Define variables used for market segmentation. (3.1-2)
5. Explain the importance of a customer profile. (3.1-3)
6. Identify types of competition that businesses encounter. (3.2-1)
7. Differentiate between price and nonprice competition. (3.2-1)
8. Explain the importance of having a competitive advantage. (3.2-2)
9. Define *product positioning*. (3.2-3)
10. Discuss steps taken to create a sales analysis. (3.2-4)
7. Develop a unique selling proposition (USP) statement for the product you selected in the previous question. (3.2-1)
8. Select a well-known company. Create a competitive analysis matrix for the company using two of its direct competitors. After conducting the competitive analysis, determine at least one competitive advantage for the company. (3.2-2)
9. Using the Internet, find an example of a product that had to be repositioned in the marketplace to be successful. Analyze the product positioning strategy before and after the repositioning. In your opinion, why did the repositioning of the product renew company growth? (3.2-3)
10. Research the carbonated soft drink market. Compile a list of the current top three market share leaders. What is the market share percentage for each of the companies? (3.2-4)

## Apply Your Knowledge

1. Find an example of a product that is promoted using mass marketing. Explain why a mass marketing strategy is appropriate for the product. (3.1-1)
2. Describe the target market for a product of your choice. Be sure to incorporate demographic, geographic, psychographic, and behavioral factors in your description. (3.1-2)
3. Think about each of the generational cohorts described in Figure 3-1. If you were going to launch a new digital marketing firm, determine which of the generational cohorts you would target as customers. Explain your decision. (3.1-2)
4. The 80/20 rule states that 80 percent of the sales for a business come from 20 percent of its customers who are brand loyal. Develop a new loyalty program for a business in your community. Provide an overview of how it will work. (3.1-2)
5. Find a customer profile online. Conduct an Internet search for customer profile examples. (*Hint: Search the Internet for images of customer profiles.*) Determine the promotional strategies you would use to best reach this target market if you were in charge of the marketing campaign. (3.1-3)
6. Select a product that is located in your classroom. Construct a list of features and consumer benefits for the product. (3.2-1)

## Apply Your Math Skills

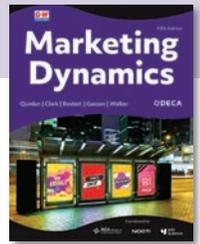
Market share is the percentage of the total sales that one business has in a specific market. Market share is based on the size of the market. Market size is the total sales per year for a specific product held by all the competition. The market share formula is as follows.

$$(\text{company sales} \div \text{total sales in market}) \times 100 = \text{percent market share}$$

Assume that total sales for bottled water for the year are \$50 million. The three top sellers of bottled water are shown in the table below. Apply your math skills to solve the following problems.

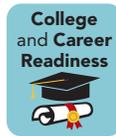
Rank	Company	Annual Sales
1	Mineral Water Company	\$30 million
2	Sparkling Springs	\$15 million
3	Mineral Choice	\$ 5 million

1. What is the market share for Mineral Water Company?
2. What is the market share for Sparkling Springs?
3. What is the market share for Mineral Choice?



- **Communication Skills** activities integrate writing, speaking, and listening skills to chapter content.
- **Internet Research** encourages students to dig deeper into chapter content.
- **Teamwork activities** offer collaborative exercises as students work in groups.

## Communication Skills



**Reading** After you read this chapter, select one topic you would like to investigate further. Using the Internet, find a credible article that discusses the topic you selected. After reading, write the central theme of the article in one sentence. Next, summarize the additional knowledge you have gained about your selected topic.

**Writing** Write a narrative to develop the steps you would take in identifying a target market. Focus on your writing style and tone while selecting the right words to express your thoughts. Use well-chosen details and structure the events in a logical sequence.

**Speaking** Many situations will require you to persuade a listener. When you persuade, you convince a person to take a course of action or adopt a viewpoint you propose. Select a common product with which you are familiar. Prepare a persuasive speech for marketing your selected product using either a mass marketing or target marketing approach. Provide evidence to justify why you selected either mass marketing or target marketing. Be prepared to share your speech with the class.

## Internet Research

**Generational Cohorts** Select two of the generations in Figure 3-1 that interest you and conduct Internet research on your selections.

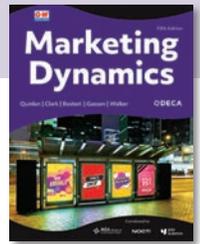
First, identify common characteristics of each generational group you selected. What significant historical events shaped each generation and in what ways? How do you think this shaped or shapes their buying preferences? Next, compare and contrast your selected generational groups. Are there any similarities in their buying preferences? How are their buying preferences different?

**Targeting a Market** Search the Internet to locate recent examples of mass marketing used to market a product. Select an example that interests you. How might the mass market for this product be segmented using geographic, demographic, psychographic, and behavioral segmentation? Why do you think the company chose to use a mass marketing strategy instead of a target marketing strategy?

**Niche Marketing** A niche market is a portion of a market segment that is very narrow and specific. For example, the market for high-performance, exotic sports cars is a specific portion, or niche, of the sports car target market. Use the Internet to find an example of a product that serves a niche market. Explain why the product you selected can be classified as meeting the needs or wants of a niche market.

## Teamwork

Working in a team, choose a product that all team members know well. Collaborate to create a customer profile using geographic, demographic, psychographic, and behavioral variables for market segmentation. Describe the experience of creating a customer profile and the amount of work that is required.



- **DECA Emerging Leaders** activities are reviewed by the national DECA organization and connect students to Career and Technical Student Organization competitions and leadership practice. Activities include performance indicators, step-by-step procedures to review the opportunity, and critical-thinking practice.

## DECA Emerging Leaders

### College and Career Connection

**Career Cluster:** Marketing

**Instructional Area:** Market Planning

#### Performance Indicators

- Identify ways to segment markets for marketing communications.
- Describe the nature of target marketing in marketing communications.

#### Purpose

This activity helps individuals to understand opportunities available through DECA to connect to college and careers in marketing, finance, hospitality, and management. DECA's Comprehensive Learning Program consists of all DECA activities by category and supports programs of study in the four career clusters.

- **Challenges** are highly engaging, relevant activities that encourage creativity and innovation.
- **Chapter Campaigns** engage members to develop chapter leadership and build lasting partnerships.
- **Competitive Events Program** provides authentic situations relating to current business practices.
- **DECA Direct Online** is a resource for news, tips on career insights, chapter strategy, college success, conferences, leadership advice, partner opportunities, and more.
- **Educational Conferences** provide targeted, highly focused learning experiences for members and advisors while connecting with corporate professionals.
- **Emerging Leaders Series** strives to empower DECA members to provide effective leadership through goal setting, consensus building, and project implementation.
- **Partnerships** with DECA's partners provide scholarships, classroom presentations and career guidance, internships, work experience, and community service activities.

- **Recognition** to its members is provided through a variety of recognition programs for distinguished achievement.
- **Scholarships** from DECA's scholarship program provide more than \$200,000 to DECA members each year.
- **School-Based Enterprises** reinforce and enhance career preparation through an entrepreneurial operation in a school setting that provides goods/services to meet the market needs.

#### Procedure

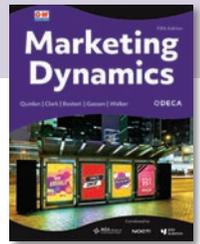
1. Use the following activities to learn about DECA, identify membership benefits, and apply DECA's connection to college and career preparation.
2. Visit the DECA website at [www.deca.org](http://www.deca.org) to become familiar with the activities and opportunities available to you as a student and DECA member. Select the tab called High School. Then select High School Programs and click on Challenges.
3. Review the DECA Challenges described in the Challenges Overview.

#### Critical Thinking

1. Each DECA challenge addresses a unique market focus. Select one of the challenges that interests you. Review one of the winning presentations in the selected challenge.
2. Define the target market in the winning presentation.
3. What is the market segmentation in the winning presentation? What additional segmentations are relevant for success in the challenge?
4. What type of competition might an individual or chapter encounter conducting this challenge?
5. Share with your class how participating in a DECA challenge enhances your college and career preparation.

Visit [www.deca.org](http://www.deca.org) for more information.

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- **Building the Marketing Plan** activities at the end of each unit provide directions for students to apply their knowledge to build a comprehensive marketing plan for a company of interest throughout the course. Students will use an interactive Marketing Plan Template and a Marketing Plan Checklist online to help make sure they have completed a comprehensive plan including all information required.

## Unit 1

# Marketing Dynamics

## Building the Marketing Plan

The best companies in the world make plans. They plan their marketing efforts, strategies for growth, and roadmaps for profitability. As a future marketing professional, you will need to learn the skill of planning. One way to begin planning is to assume the role of marketing manager for a company that interests you.

### Part 1 Introduction

#### Objectives

- Review the marketing plan template.
- Review the marketing plan writing checklist.

#### Directions

In this textbook, you will be exploring the world of marketing. As you learn about marketing and progress through the chapters, you will write a marketing plan. Step one of the process is to become acquainted with the marketing plan template and writing checklist you will use. Access the *Marketing Dynamics* companion website at [www.g-wlearning.com/marketing/3144](http://www.g-wlearning.com/marketing/3144). Complete the following.

1. **Marketing Plan Template** Download the activity file called Marketing Plan Template. Preview each section of the template in this file.
2. **Marketing Plan Writing Checklist** To become familiar with the marketing plan content, download the Marketing Plan Writing Checklist and read the instructions and questions that will guide you throughout the writing process. The checklist is also available in the back of the text. As you progress through each unit of this text, you will be directed to complete each section of the Marketing Plan Template using the Marketing Plan Writing Checklist as a guide. Keep in mind that the executive summary section of the marketing plan will be completed last since it provides an overview of all other sections.
3. Ask your instructor where to save your documents. Save the marketing plan template as your own document to use for creating your marketing plan.

### Part 2 Identify Your Company/ Write Business Description

In this activity, you will research potential companies and select one for which you will act as

a marketing manager. Spend time now selecting a company that interests you and for which you will feel comfortable playing the marketing manager role. As you progress through this text, it will be your assignment to create a marketing plan for a product your company produces. For example, if you choose The Coca-Cola Company, you may write a marketing plan for its Powerade product line.

#### Objectives

- Identify a company for which you will assume the role as marketing manager.
- Research the selected company in depth.
- Create a title page for your marketing plan.
- Gather information about the company's vision, mission, and goals to complete the business description section of your marketing plan.

#### Directions

1. **MP Unit Activity 1-1—Research Company** Identify a company and product for which you will write a marketing plan. Using credible sources, research your selected company in depth by answering the questions in MP Unit Activity 1-1. You will also perform research to find the business plan for the company you have chosen. Much of the information found in the business plan will be helpful when completing the marketing plan.
2. Open the Marketing Plan Template you saved in Part 1. Locate the title page of the marketing plan. Complete the title page using the information you gathered in MP Unit Activity 1-1. Key your company name, selected product, and your name. Leave the date blank until the marketing plan is completed.
3. Locate the business description section of the marketing plan. The business description provides an overview of the company as described in the company's business plan. Using the instructions in the Marketing Plan Writing Checklist, provide an overview of your

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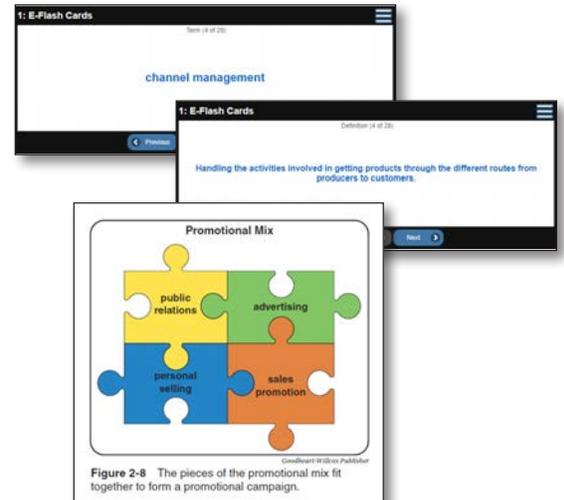


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