

CHAPTER 13

Questions: Applying Marketing Concepts and Perspectives

1. How does product advertising differ from institutional advertising?
2. Suppose that you are the advertising manager for a new line of children's fragrances. Which media would you use for this new product?
3. Each year, managers at Bausch & Lomb evaluate the many advertising media alternatives available to them as they develop their advertising program for contact lenses. What advantages and disadvantages of each alternative should they consider? Which media would you recommend?
4. Federated Bank is interested in consumer-oriented sales promotions that would encourage senior citizens to direct-deposit their Old Age Pension cheques with the bank. Evaluate the sales promotion options, and recommend two of them to the bank.
5. Maybe you have seen those envelopes that come in the mail, unaddressed, with 15 or 20 coupons in them. Some people go through these envelopes and decide which ones to use, and others throw them out without opening them. How effective do you think this type of sales promotion is? Do you think there is a specific target market that uses coupons like this? How can these envelopes be made more attractive to people who now do not open them?
6. A baby car seat manufacturer had to recall 100,000 of last year's model because the seat belt buckle kept opening while the vehicle was moving. How would you suggest handling public relations for this situation?
7. A non-profit organization that has traditionally raised funds by going door-to-door decides to use other forms of direct response marketing. Suggest which forms they should use, some reasons why using these new forms may be a good decision, and what benefits the use of these new techniques may bring to the organization.
8. Jane Dawson is a new sales representative for Scotia McLeod, a leading financial-services provider. In searching for clients, Jane purchased a mailing list of subscribers to the *National Post* and called them regarding their interest in discount brokerage services. She asked if they had any stocks and if they had a regular broker. Those people without a regular broker were asked their investment needs. Two days later, Jane called back with investment advice and asked if they would like to open an account. Identify each of Jane Dawson's actions in terms of the steps of selling.
9. Where would you place each of the following sales jobs on the order-taker/order-getter continuum shown below, and why? (a) Burger King counter clerk, (b) automobile insurance salesperson, (c) life insurance salesperson, and (d) shoe salesperson.



10. Suppose that someone said to you, "The only real measure of a salesperson is the amount of sales produced." How might you respond?

Discussion Forum

1. To do this activity, you will need some magazines and newspapers. Find at least five magazines, all with different subject matter and different target markets, and one or two newspapers (ideally a local newspaper and a national one). Make sure that you have a mix of consumer and business magazines. Then find two ads in each, all for different products and services, and consider them all from these perspectives:

- Is this a product or service ad?
 - What are the advantages and disadvantages of running it in this particular publication?
 - Is this a consumer- or trade-oriented ad? What changes would you make to change it to the opposite orientation?
 - How would you design a sales promotion to work in concert with this ad?
 - What public relations activities would work well with this ad?
2. Assume that you are the president of a small chain (30 stores) of electronics outlets. You decide to set up a training program for all of your new sales staff, and you want to make sure that you not only teach them good selling skills, but that you also motivate them to represent your company well and have fun at the same time. Outline the information you would present to them in describing the steps of the selling process, and explain why each step is important.

Internet Exercise

www.mcgrawhill.ca/olc/thecore

1. The Canadian Marketing Association (CMA) provides guidelines for the direct response marketing industry. Visit their website at www.the-cma.org and review their code of ethics and anti-spam guidelines and provide comments on the following: (a) What unethical practices discouraged by the CMA do you still see in the marketing industry today? (b) Do you think anti-spam government legislation is needed in Canada?
2. In October 2008, the Canadian Radio-television and Telecommunications Commission (CRTC) launched a National Do Not Call List (DNCL). Review the parameters of this list and comment on the following: (a) Which telemarketers are exempt from this list and why? (b) Will this list impact on the direct response marketing industry?