

9.18: Applied Marketing Knowledge- Discussion Questions

1. Think of a product that you have used recently. What are the core, actual, and augmented products?
 2. How would you promote a shopping product differently than a specialty product?
 3. Look at the Oreo product line. Why are there so many products? What purpose does this variety serve?
 4. Consider the Sears brand. Which stage of the product life cycle is Sears currently in? What do you recommend it do to change this stage?
 5. Discuss a brand to which you are loyal. Why are you loyal to the brand? How does the brand contribute to your loyalty?
 6. Would you consider yourself a switcher, shifting loyal, split loyal, or hard-core loyal for your favorite brand? Why?
 7. Look at the Apple brand packaging in this chapter. How does this packaging meet the criteria that we discuss in the chapter?
 8. [Review Boxed Water Is Better's website](#). How do the website and packaging address environmental concerns?
 9. Discuss a brand's packaging. How could the brand reduce its packaging or introduce recyclable packaging?
 10. Why are safety statements important on packaging? What might you add to product safety statements?
-

Review this [Houston Chronicle article about the eight elements of service marketing](#). Pick two different service-oriented organizations and describe each of these eight elements as they relate to the service each company offers. Conduct additional research if needed to address these eight elements.

Take the information that you have learned about internal and external marketing and describe two instances where, as a student, you have noticed excellent and poor marketing strategies. Are they internal or external, and why did you feel the way you did about them?

Consider service variability instances where you were a customer and noticed exceptional service and poor service. For each instance, answer the following questions:

1. Were you surprised?
 2. What specifically made you notice?
 3. Have you had this experience before with this company or another company?
 4. What response did you have? For instance, did you compliment? Tip? Complain? Do nothing? And why?
 5. If you were the company owner, what kind of training program would you develop to address the poor service you experienced? What might you implement as a reward for exceptional service? Why?
 6. Analyze the differences between internal and external marketing.
 7. Define both terms.
 8. Consider and list the positive impact that both internal and external marketing can have on an organization.
-

This page titled [9.18: Applied Marketing Knowledge- Discussion Questions](#) is shared under a [CC BY 4.0](#) license and was authored, remixed, and/or curated by [Elisabeth Dellegrazie](#) via [source content](#) that was edited to the style and standards of the LibreTexts platform.