

8.13: Applied Marketing Knowledge- Discussion Questions

1. The Special Olympics offers businesses the opportunity to sponsor local, regional, national, and international events. Using what you have learned from this chapter, list three reasons companies such as Procter & Gamble, Toyota, Coca-Cola, United Airlines, Microsoft, and the NFL would choose to spend millions of marketing dollars to partner with Special Olympics.
 2. According to the U.S. Census Bureau, the United States is moving swiftly to a “plurality nation” status. Identify two major multicultural trends that have and will continue to impact market segmentation.
 3. Student Services on your campus likely has a diversity and inclusion staff that encourages an expansive range of cultural perspectives, experiences, voices, and methods for taking action on campus. How does your college or university market diversity and inclusion services to prospective students through its website?
 4. Market fragmentation is the concept that all markets are increasingly diverse and comprise smaller segments of consumers that respond differently to marketing messages. Media, too, has splintered, and in addition to having access to information provided by newspapers, magazines, TV, and radio, consumers now have access to millions of informational sources. However, the severe fragmentation of consumers and ways to communicate with them poses many challenges to marketing efficiency and branding. Why?
 5. DMiQ reveals that baby boomers offer the best marketing opportunities for firms. Which sociodemographic group offers the next best marketing opportunity by sheer size of the segment?
 6. Why do most global organizations envision the world as a huge market without borders?
 7. Describe the differences between exporting, forming joint ventures, and licensing products.
 8. What factors do companies consider when determining a foreign country’s market attractiveness?
 9. Adding value to the delivery network is tricky and complex for international sellers. With whom do these sellers usually partner to move products seamlessly through distribution channels?
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