

Chapter 1 Marketing Is All Around Us



Real-World Application Functions and Utilities of Marketing

Directions For each of the examples noted below, write the function of marketing that it describes. Select from the following seven marketing core functions: channel management, market planning, marketing information management, pricing, product/service management, promotion, and selling.

Function	Example
_____	1. A retail store employee puts a pair of shoes on a customer and asks how they feel.
_____	2. A retailer decides to mark down all swimsuits in August.
_____	3. A team of workers approach customers in a mall to ask them their opinion about the upcoming political election and the candidates running for office.
_____	4. A television commercial stresses the benefits of buying a new protein bar.
_____	5. A company develops specific marketing strategies to target a select audience.
_____	6. A small manufacturer applies for a bank loan in order to upgrade its computer network.
_____	7. A manufacturer of apparel signs a contract with a company that specializes in trucking and warehousing of imported goods.

Directions For each of the following examples, write the economic utility that it describes. Economic utilities include: form, place, possession, time, and information.

Utility	Example
_____	8. Adding aloe to hand soap.
_____	9. Offering installment credit in the sale of appliances.
_____	10. Including a link on a company Web site that explains how to return used laser printer ink cartridges.
_____	11. Offering overnight delivery of candy and fresh flowers on February 13.
_____	12. A company Web site offering the sale of its products directly to consumers.