

# Marketing Course Pack Example

*This project will ask you to apply the various areas of marketing to your experiences as a consumer. Choose 4 of the 5 topic areas, answer the questions in 2-3 pages for a complete document of 8-12 pages total.*

## 1 RELATIONSHIP MARKETING

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Name a company that you have a relationship with (member of a loyalty or rewards program) and answer the following questions:

1. What is the name of the company? How long have you been a customer?
2. What benefit do you receive by having a relationship with this company? Is there a downside to the relationship?
3. How does the company communicate with you? Is this the most effective or is there a better way?
4. Do you purchase more because of this relationship and communication? Do you recommend the company to others? Why or why not?
5. What are your recommendations for this company's relationship marketing efforts? Be specific.

## 2 SOCIAL MEDIA

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Choose a company, research their social media accounts and answer the following questions.

1. What is the name of the company? Which social media sites are they on? How many likes/followers do they have on each site?
2. Describe the types of content on each different site. Compare and contrast the content.
3. Is there added value in this company's social media communications? Explain.
4. Do their social media communications align with their overall company image? Explain.
5. What would you do differently if you were responsible for their social media marketing?

## 3 SALES

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Choose a company and evaluate its sales force structure in terms of the following statements/questions.

1. Name the company and provide some background information.
2. How is the sales force structured; answer in terms of management and salesperson levels?
3. How are the sales territories divided; geographic areas, customer size, business vs. consumer, etc.? Is this a good way to divide territories for this particular company in your opinion?
4. What is the compensation structure; straight commission, salary plus commission, straight salary, etc.? What is your opinion about this choice?
5. What would you do the same or differently if you were in charge of this company's sales force?

## 4 SERVICES

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Choose a service provider and evaluate its marketing efforts based on the following questions. Examples of services are dry cleaning, salon, spa, legal, accounting, etc.

1. Describe the service. Is it purely a service or does it have a goods component?
2. How is the service marketed differently than a tangible good? If it is not, then should it be?
3. Is it more difficult to market a service than a good? Why or why not?
4. Is the marketer of this product doing an effective job? Explain.
5. What would you do differently if you were responsible for marketing this service?

## 5 BRANDING

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Choose a brand and answer the following questions.

1. Identify all of the brand elements (name, logo, symbols, characters, packaging, slogan, trademarks).
2. Identify the inherent attributes of the product (pricing, communications, distribution policies, other relevant marketing activities).
3. Profile direct and indirect competitive brands for points of parity and points of difference.
4. Read online reviews and get a sense of what consumers think about this brand. What did you find?
5. What are your recommendations for brand positioning and marketing strategy to enhance this brand's equity?