

*Exercises and Discussion***《营销学原理》作业习题****Session 1 Overview of Marketing and Marketing Management 第一讲****Text: Chapter 1 第一章****I. Marketing Applications: 应用题**

Companies can apply the marketing concept on their Web sites by including features that are important to their customers and prospects. At the least, Web users want to know about product benefits and where they can buy products. However, sites that give users something beyond product descriptions create additional customer value and build long-term relationships. Many sites target specific customer segments by focusing on languages, age, gender or technical understanding. Finally, an important sign of customer orientation is having an e-mail address that is easy to remember, use, and communicate to the consumer. Evaluate the following Web site based on its apparent attention to the marketing concept :[www.apple.com](http://www.apple.com).

- What is the most important benefit stressed at this site?
- What new product did you find? Which one(s) did you find most interesting?
- To what extent does the site apply the marketing concept? Explain.
- Should anything be added to the site? Explain.
- How does Apple attempt to build relationships with Web site visitors? What “connections” is Apple attempting to make?

**II. Issues for Discussion: 讨论题**

- What has happened to Qinchi(秦池) in the following case?
- Which marketing philosophy did the management take when Qinchi made its fame?  
What was the consequence of it?
- What lesson can you draw out of it?  
(背景: 昔日广告“标王”盛名不再, 秦池酒厂要整体出售)

**Session 2 Environment and Opportunities 第二讲****Text: Chapter 3 第三章****I. Marketing Applications: 应用题**

When Stanford University graduate student Jerry Yang and David Filo developed Yahoo!, they had little idea how far their revolutionary concept would go. Their original concept was to make “wasting on the Internet easier”. Commercial application came later. Today, more Internet users recognize the name Yahoo! than recognize Microsoft. One of the reasons for Yahoo!’s popularity is its focus on people’s tastes rather than on just delivering information or access to every Web site possible. Yahoo! has become a full-blown package of information and services relating to health, real estate, finance, news, personalization, travel, and shopping. The major challenge now facing Yahoo! is how to convince corporate America that Yahoo! constitutes an effective advertising media. Primary future challenges will

come from America Online and Microsoft.

- How will a portal site like Yahoo! Affect a marketing company's technical environments?
- Suppose you are a marketing manager for a company that makes and sell consumer electronics products. After visiting Yahoo! at [www.yahoo.com](http://www.yahoo.com) and competing sites, access Yahoo! as an advertising media for you product. What types of ads would you consider placing on such a site?
- Given the rapid pace of change in the Internet environment, how do you think Yahoo! will fair in the future? Which environmental issues seem most critical to Yahoo!'s success? If you were the marketing manager of Yahoo!, what strategic alliances would you investigate?

## II. Issues for Discussion: 讨论题

- What threats have Chinese textile manufacturers and traders have been faced with since China entered WTO?
- Find a case story showing a particular company that has well turned the threats to opportunities, and state the factors to its success.

## III. Case Analysis: 分析题

《中国收获机械（集团）公司、英特尔公司》（《当代营销学案例集》）

## Session 3 Consumer Buying Behavior 第三讲

### Text: Chapter 5 第五章

#### I. Marketing Applications:

SRI has categorized Internet users according to iVALS segments, a VALS typology designed for Net users. Companies that market on the Web can use the information to develop their appeals, strategies, and promotions. The concept is that the consumers purchases are shapes by the interplay of their psychological, physical, demographic, and material resources. Visit SRI at [www.future.com](http://www.future.com) and follow the links to the iVALS questionnaire. Complete the survey to determine your iVALS type.

Answer the following question:

- What is your iVALS type? Do you agree with the assessment? Why or why not?
- How do iVALS segments differ from the iVALS segments discussed in this chapter?
- How can marketers use iVALS information to service consumers better? Name five types of products or services for which iVALS information would be particularly useful. Explain.
- How would advertisers use iVALS or VALS information to communicate better with consumers. Find three advertising examples from Web sites or current magazines that might be designed around iVALS or VALS segments .Explain you reasoning.
- After having read marketing Highlight5.1,compare the iVALS approach to the Technographics scheme presented in the Highlight. Which do you prefer? Why?

#### II. Issues for Discussion: 讨论题

- Which age-group, to your mind, is the major segment of Chinese cell-phone market?
- Which first three attributes do Chinese college students are after in selecting cell-phone models?
- Observe and describe the buying process of the college students, pointing out some helpful implications to the cell-phone marketers.

#### III. Case Analysis: 案例分析

"The Newest Avon Lady--Barbie", *Principles of Marketing* 9<sup>th</sup> ed.

#### IV. Quiz 1 (for Sessions 1-3) 阅读测试

## Session 4 Business Buying Behavior 第四讲

### Text: Chapter 6

#### I. Marketing Applications: 应用题

Many companies now use outside suppliers to produce raw materials or parts instead of producing these components themselves. In the extreme, companies such as Dell Computer own no production facilities and have suppliers make everything to order. This type of company has been nicknamed “virtual corporation”.

- Do you think that buyers and suppliers are likely to be more cooperative or more adversarial in this type of corporate structure?
- List the advantages and disadvantages this sort of supplier relationship for both the buyer and the supplier.
- Explain how the supplier search process might work in the Dell “virtual corporation” example?
- Go to the Dell Web site at [www.dell.com](http://www.dell.com) and review the information on the company. What can you determine about the “outside” parts that are contained in the Dell computer—for example, the processor, monitor, or CPU itself. Do buyers know which components are original Dell parts and which are not? Would this be of concern to potential buyers?
- In such a situation, what would be the most important consideration in supplier selections?

#### II. Issues for Discussion: 讨论题

- Why is relationship marketing more important to the B2B than to the B2C players?
- What’s the business model of Alibaba.com?
- How come Alibaba has succeeded in its e-hub?

#### III. Case Analysis: 案例分析

《西斯尔石膏板厂》(《当代营销学案例集》)

## Session 5 Marketing Information System and Marketing Research 第五讲

### Text: Chapter 4

#### I. Marketing Applications: 应用题

The Internet provides a unique means for targeting minority market segments and gathering information about their preference. All of the following sites are available to assist companies in their minority marketing and research efforts: [www.minority.net](http://www.minority.net).—a large business to business e-commerce mall; [www.twmall.com](http://www.twmall.com) —a large Asian American mall that does business in several languages; [www.collard-cards.com](http://www.collard-cards.com)—this site sells greeting cards and cookbooks featuring upbeat black images; and [www.demographics.com](http://www.demographics.com)—a site that explores various demographic segments and trends that affect them.

- What seems to be the potential of marketing to minorities via the Internet?
- What the unique features of the above sites might assist marketers wishing to reach minority markets?
- Using the American Demographics Web site([www.demographics.com](http://www.demographics.com)), determine the potential size of the African American, Hispanic American, and Asia American Web—user markets. What other information about these important minorities can you find readily?
- Using information from your research, develop a brief marketing plan for FUBU clothing([www.fubu.com](http://www.fubu.com)), an African American clothing manufacturer, to expand beyond its current

ethnic marketing approach.

## II. Issues for Discussion: 讨论题

1. If we want to find out whether the electric bicycle has a potential demand in Beijing, Shanghai and Guangzhou, what secondary and primary data do we need?  
And how to get it?
2. If you are commissioned by 科龙 Group to survey awareness of and preference to the brand names of its washing machine, “容声” and “科龙” in China, how would you define the (sample) population? In what way would you draw the sample?

## III. Case Analysis: 案例分析

“Enterprise Rent-a-car: Measuring Service Quality”, *Principles of Marketing* 9<sup>th</sup> ed.

## Session 6 Measuring and Forecasting Market Demand 第六讲

### Text: Chapter 4, Appendix 1

#### I. Marketing Applications: 应用题

1. Look at your school's schedule of classes for the coming semester. Examine the course offerings in your major area and try to predict which courses will have low, medium, and high demand. What factors do you think affect demand for courses? If a new course were offered, what information would you want to know in order to predict the level of demand for it?
2. 假设江苏省的个人可支配收入 (  $y_i$  ) 占全国的0.4239%; 该省的零售额 (  $r_i$  ) 占全国的0.5167%; 该省的人口 (  $p_i$  ) 是全国人口的0.5618%。这三类数据的权重分别为0.5, 0.2, 0.3。假设每年全国羊毛衫销售潜量是1200亿元, 去年雪莲牌羊毛衫在江苏省的总销售额是3260万元, 占全国市场的份额约为3%。请计算江苏省地区购买力指数, 并回答雪莲牌羊毛衫在江苏省所占的市场份额是否高于其全国市场份额。

#### II. Case Analysis: 案例分析

“Genentech: Forecasting Euphoria”, *Principles of Marketing* 6<sup>th</sup> ed. pp.

## Session 7 Strategic Planning and Marketing Process 第七讲

### Text: Chapter 2

#### I. Marketing Applications: 应用题

For more than a decade, such notable companies as Nike, Reebok, Adidas, New Balance, Puma, and Converse have been fighting a no—holds—barred battle in what has come to be known as the Sneaker Wars . Visit these firms at their respective Web sites at [www.nike.com](http://www.nike.com), [www.reebok.com](http://www.reebok.com), [www.adidas.com](http://www.adidas.com), [www.newbalance.com](http://www.newbalance.com), [www.puma.com](http://www.puma.com) , and [www.converseshoes.com](http://www.converseshoes.com). As a future marketing strategist, answer the following questions”:

- a. Which firm is the market leader? Which are market challengers, market followers, and market nichers? Explain.
- b. Critique the various Web sites. Do the sites match your assessments of industry positions? Why or why not?
- c. Assume the position of one of the marketing challengers. Design a strategy for overtaking the market leader. Be specific in your suggestions.
- d. Assume the position of a market nichers and design a strategy for expanding your business without drawing attacks from your strong rivals.

- e. Select a market nicher. Now might this nicher improve its Web site? Be specific.

## II. Issues for Discussion: 讨论题

1. What's the position of business portfolio analysis as related to the planning of marketing mix?
2. How do you evaluate the diversification of many Chinese home appliance companies into the computer industry in the early 2000's?
3. To predict for the outcome of 力帆、波导、小天鹅's entry into automobile industry, what key factors or information do you need to know?

## III. Case Analysis: 案例分析

1. 《英特尔公司》(《当代营销学案例集》)
2. 《中国收获机械集团公司》(《当代营销学案例集》)

## IV. Quiz 2 (for Sessions 4-7) 阅读测试

# Session 8 Market Segmentation, Targeting, and Positioning 第八讲

## Text: Chapter 7

### I. Marketing Applications: 应用题

"Twins"—youths ages 8 to 14—face pressures to grow up quickly. Research shows that the tweens are among the most targeted youth groups by today's marketers. They surround themselves with computers, electronic gadgets, music, clothing, magazines, and other gear that expresses their lifestyle. How do marketers reach this important group? Firms such as Nike, Gap, Sony, Pwpsi, and Cover Girl have managed to strike the right notes. Primary influences on the tweens and their \$12 billion in annual spending includes friends, television and movies, and entertainment and sports idols. Such spending has commanded the attention of both traditional and Internet marketers. To learn more about marketing to tweens, visit following Web sites: Gap—[www.gap.com](http://www.gap.com), Tommy Hilfget—[www.tommy.com](http://www.tommy.com), Delia's—[www.delia's.com](http://www.delia's.com), the limited Too—[www.limitestoo.com](http://www.limitestoo.com), and Nintendo—[www.nintendo.com](http://www.nintendo.com).

- a. Using these and other data sources, profile the tweens market segment.
- b. How do companies appear to be marketing toward this segment?
- c. What strategies seem most popular with the Web sites mentioned above?
- d. Choose a company that currently markets to older youths and young adults. Explain how this company might go about attracting tweens to its products.
- e. What types of social responsibility issues might be encountered by a company targeting this group?

### II. Issues for Discussion: 讨论题

1. Applying the relevant principles, please evaluate the targeting and positioning strategies of Haier, TCL, Lenovo for their major products.
2. What do you think of the positioning strategy of "Brain Platina"(脑白金)?

### III. Case Analysis: 案例分析

"RJR' Eclipse: Rising from Premier's Ashes", *Principles of Marketing* 9<sup>th</sup> ed.

# Session 9 Market Plan Implementation and Control 第九讲

## Text: Chapter 2, Appendix 2

### I. Marketing Applications: 应用题

1. What activities make up the implementation phase of marketing management? Is it better to have a good marketing strategy that is poorly implemented, or a mediocre strategy that is well implemented?
2. A large manufacturer of industrial equipment has a salesperson assigned to a major city. Regional sales managers supervise the sales representatives in several cities. The chief marketing officers wants to evaluate the profit contribution of the different cities. How might each of the following costs be allocated to each of the cities: (a) the aggregate costs of sending bills to customers; b) district sales managers' expenses; (c) national magazine advertising; and (d) marketing research?

## II. Case Analysis: 案例分析

“Trap-Ease America: The Big Cheese of Mousetraps”, *Principles of Marketing* 9<sup>th</sup> ed.

## Session 10 Product, Service and Product Development 第十讲

### Text: Chapter 8, 9

#### I. Marketing Applications: 应用题

The element of the “core product” in the automobile industry is transportation. The major problem-solving benefit is how to get from one place to another quickly and sagely. However, most automobile manufacturers differentiate their products with additional service benefits. The various service approaches are almost as varied as are the automobile manufacturers themselves. Examine the Web sites for Ford ([www.ford.com](http://www.ford.com)), General Motors ([www.gm.com](http://www.gm.com)), Chrysler ([www.chrysler.com](http://www.chrysler.com)), Honda ([www.honda.com](http://www.honda.com)), Lexus ([www.lexus.com](http://www.lexus.com)), Mercedes-Benz ([www.MBUSA.com](http://www.MBUSA.com)), and Toyota ([www.toyota.com](http://www.toyota.com)). Look beyond the automobiles themselves and closely examine the manufacturers' services and service options.

- a. What primary services do the various automobile manufacturers offer? Prepare a grid that compares each company to the others.
- b. What services do the different companies appear to offer in common? What services do the various companies use to differentiate themselves from one another?
- c. Do any of the sites suggest that a company understands the service-profit chain? Explain.
- d. Do any of the auto companies employ interactive marketing with respect to the service component? Explain.
- e. Visit the Saturn Web site at [www.saturn.com](http://www.saturn.com). Do you see anything that makes this company different from those you have already visited? What seems to be the company's focus and differential advantage? Suggest ways in which Saturn could use its service component to compete more effectively against the other competitors.
- f. What role does the Internet play in the product/service strategies of the companies in question 1?

#### II. Issues for Discussion: 讨论题

1. List and explain the “core, actual, and augmented products” of the educational experience that universities offer. How are they different, if at all, from the “product” offered by junior colleges?
2. Get the profile of Lihua Fastfood, Ltd. on its website, and analyze its business model with the theory about service.
3. To get perception from its target market, which way of test marketing is best for a brand-new product such as the flea remover for pets?

**III. Case Analysis: 案例分析**

《桑普太阳能案例》(《当代营销学案例集》)

**Session 11 Product Life-Cycle and Brand Development 第十一讲****Text: Chapter 9,8****I. Marketing Applications: 应用题**

“Danger, Will Robinson! Danger!” might be one of the most memorable phrases ever uttered by a robot. However, today, the phrase would more likely be “Buy Me! Take Me Home!” Who will offer the first practical, affordable home robot? NASA? Intel? Sony? Lego? Did you say Lego? Yes, the same little company that developed those great plastic building blocks has now developed several models of home robots (such as the R2-D2 model from *Star Wars*) that sell for as little as \$220. These Lego model kits contain Lego pieces, light and touch sensors, gears, and a minicomputer brick that forms the core of the system. The small, efficient robots already perform many hard-to-believe tasks (with-out complaining), and Lego is making daily upgrades. Copycat competitors have already begun a modification frenzy that will one day produce an awesome personal assistant. See [www.lego.com](http://www.lego.com), [www.legomindstorms.com](http://www.legomindstorms.com), [www.lugnet.com](http://www.lugnet.com), and [www.crynwr.com/lego-robotics](http://www.crynwr.com/lego-robotics) for more information.

- Who might the first customers be for a Lego robot? Explain.
- Project the product life cycle for this new product. Explain your thinking.
- Outline a strategy for positioning this product away from the toy category and into the “personal-device” category.
- What headline would you select for a first Lego robot ad appearing in *USA Today*? In *Business Week*?
- Design a quick test market study for the Lego robot that would be administered at the annual computer and software convention (COMDEX) in Las Vegas, Nevada.

**II. Issues for Discussion: 讨论题**

- Pick a food product, soft drink, fashion, or electronic appliance and trace the product’s life cycle. Explain how you separate the stages of the product’s evolution. Project where this life cycle will go from here.
- Analyze and describe the different brand personalities of three typical car brands in China (e.g. Jetta, Polo, Sonata). What are the major advantages and disadvantages of the brands? Are they successful in building their brands?

**III. Case Analysis: 案例分析**

《俞兆林的“南极棉”》(《当代营销学案例集》)

**IV. Quiz 3 (for Sessions 4-11) 阅读测试****Session 12 Pricing Considerations and Approaches 第十二讲****Text: Chapter 10****I. Marketing Applications: 应用题**

Conduct a pricing survey of several gasoline stations in your town. Check prices at stations near exit ramps on a major highway, at stations on your local commercial strip, at a convenience store, smaller stations that are not located near other stations, and at a truck stop. Record the brand of gasoline, prices of



regular and premium grades, type of location, distance to the nearest competitor, and the competitors' prices.

- What patterns do you detect for the pricing of gasoline at the various outlets?
- Do these stations appear to be using cost-based, buyer-based, or going-rate pricing?
- Talk to several station operators. What factors do they think usually trigger a price war? How much control do the station operators have over pricing?
- Report your results in class.

## II. Issues for Discussion: 讨论题

- Does "value" mean the same thing as "low price"? How do these concepts differ?
- Pick up two competing brands from a familiar product category (e.g. air conditioner) - one low priced and the other high priced. Which, if either, offers the greatest value?
- Discuss the typical pricing objectives outlined in the chapter. Which of these objectives do you believe: (a) is the most commonly used; (b) is the most difficult to achieve; and (c) has the greatest potential for long-term growth of the organization? Explain.

## III. Case Analysis: 案例分析

《凯塞布罗啤酒市场开发》(《当代营销学案例集》)

# Session 13 Pricing Strategies 第十三讲

**Time required: 2 hours**

**Text: Chapter 11, Appendix 2**

## I. Marketing Applications: 应用题

The computer printer industry is intensively competitive with respect to pricing. Only a few years ago, consumers were often shocked to find that a good printer could account for up to 50 percent of the cost of an entire home computer setup. No more! Recently, companies such as Epson, Hewlett-Packard, Canon, Tektronix, and Xerox have all introduced expanded lines of technologically advanced but less expensive models. Despite dramatic improvements in speed, quality, and optional features, today's printers sell at much lower prices than their predecessors. The industry is even producing high-quality, portable, color models at reasonable prices.

- What role does pricing play in consumer's selection of a home printer? An office printer? A portable printer to be taken on business trips?
- What pricing strategies are Epson, Hewlett-Packard, Canon, Xerox and other companies using to sell color printers, personal computers, home offices, and mobile offices? (Visit each Web site to get additional information.) Which companies appear to have the most effective pricing strategies? Explain.
- Assume that you are the marketing manager of a company that introducing a new line of color printers and is seeking quick entry into the small color-printer market. Assume that your products are comparable to those of primary competitors and that you have the funds necessary to compete with the industry leaders. Design a pricing strategy for capturing business in the home computer, home office, and mobile office markets. What factors would be critical to your product's success? How could you combat competitive reaction of your entry?

## II. Issues for Discussion: 讨论题

- What do you think about the price war of air-conditioner with approaching of the hot summer? Is it reasonable?



2. Do you agree that pricing is the most effective tool of competition in this industry?
3. Can you imagine any disadvantages of such kind of price war?

### III. Case Analysis: 案例分析

“Circuit City : Selling Used Cars like Stereos”, *Principles of Marketing* 9<sup>th</sup> ed.

### IV. Quiz 4 (for Sessions 12-13) 阅读测试

## Session 14 Distribution Channel Designing and Management 第十四讲

### Text: Chapter 12

#### I. Marketing Applications: Question 1 (a – d) 应用题

Internet giant Amazon.com has thrown open its doors not only to its customers but also to its competitors. Recent expansions by this “Wal-mart of the Web” include zShops where any other retailers can set up shop on Amazon.com’s site; an All Product Search feature that helps shoppers to find any product for sale on the Web no matter where it is sold; the addition of toy, consumer electronics, and home improvement items to the Amazon site; the addition of a live auction to the site; and investment in and links to numerous “dotcom” retailers, including a sports site Gear.com ([www.gear.com](http://www.gear.com)), Pets.com ([www.pets.com](http://www.pets.com)), HomeGrocer.com ([www.homegrocer.com](http://www.homegrocer.com)) and Drugstore.com ([www.drugstore.com](http://www.drugstore.com)). Amazon is betting that these moves will make it more like a mall on the Internet. It’s ambitious goal is to sell everything to everyone on the Internet. Despite many potential hurdles, Amazon.com has become a force with which even Wal-Mart must reckon.

- a. Review Amazon.com’s expansion strategy. What are the benefits and challenges of each expansion move?
- b. How is Amazon.com using distribution to its advantage?
- c. Review the Amazon.com Web site at [www.amazon.com](http://www.amazon.com). What other changes or expansion would you recommend? Why?
- d. How is Amazon.com affecting traditional retail distribution channels? How should Wal-Mart react to Amazon.com?

#### II. Issues for Discussion: 讨论题

1. What happened between Gome (国美) and Gree (格力)?
2. What’s the nature of their conflict?
3. Are there any better ways to solve the problem than as it was?
4. As a manufacturer, what should Gree do to get better control of the channel?

### III. Case Analysis: 案例分析

《三株公司、固特异双渠道策略》(《当代营销学案例集》)

## Session 15 Wholesaling, Retailing, Online Marketing and Logistics 第十五讲

### Text: Chapter 13, 17

#### I. Marketing Applications: 应用题

As American consumers demand more and more service and customization, virtual retailing seems to have an ever-brighter future. Through virtual retailing, a seller can come directly into your home, at your convenience, and allow you to participate in designing your own personalized product and shopping experience. This sounds great—no more ill-fitting bathing suits or greeting cards that seem like they were written for someone else, no high-pressure salespeople, no congested parking lots. At virtual retail sites,

you can spend as much or as little time as you need to make up your mind. Virtual retailing has made mass customization a reality. All you have to do is point and click. Take a look at the following Web sites for more information on customizing clothing products: Gap ([www.gap.com](http://www.gap.com)), Interactive Custom Clothes ([www.ic3d.com](http://www.ic3d.com)), Lands' End ([www.landsend.com](http://www.landsend.com)), QVC's Fashion Advisor ([www.QVC.com](http://www.QVC.com)), and Macy's ([www.macys.com](http://www.macys.com)). Then answer the following questions.

- How does virtual retailing compare with more traditional shopping formats? What are its primary advantages and disadvantages for consumers?
- What target markets would be most interested in virtual retailing? Do the Web sites you just visited appear to be appealing to those segments? Explain.
- Compare the marketing strategies of the various Web retailers you just visited.
- Pick one of the Web sites and design your own article of clothing. Discuss the pros and cons of your experience. How was this experience different from buying in a retail store? Would you be willing to purchase the item you designed?

## II. Issues for Discussion: 讨论题

- Observe and point out the differences in the point-of-purchase marketing efforts by the cosmetic companies and the home appliance producers.
- Is digital camera suited to on-line B2C marketing? Why? What kind of retailing model would lead its producer to a competitive position in China's current market?

## III. Case Analysis: 案例分析

- 《凯迪红黄蓝网络社区》(《当代营销学案例集》)
- 《‘走进中关村’网站》(《当代营销学案例集》)

## IV. Quiz 5 (for Sessions 14-15) 阅读测试

# Session 16 Integrated Marketing Communications and Advertising 第十六讲

## Text: Chapter 14,15

### I. Marketing Applications: 应用题

The markets for personal and handheld computers are exploding. It seems that there will soon be a PC for every desk or pocket. However, tomorrow's computers will probably be as different from today's as today's laptops are from yesterday's old "punch card" machines. But how do you tell consumers in plain terms what they need to know about new generations of products without boring them? Computer manufacturers have learned that most consumers do not respond well to the detailed descriptions that are often needed to explain complex technological features and differences. The answer may be as close as the computer company's Web site. Experts predict that more and more consumers will be surfing the Web for product information sources. Examine the following Web sites: Sharp ([www.sharp-usa.com](http://www.sharp-usa.com)), IBM ([www.ibm.com](http://www.ibm.com)), NEC Computer Systems ([www.nec.com](http://www.nec.com)), Casio ([www.casio.com](http://www.casio.com)), Apple ([www.apple.com](http://www.apple.com)), and Sony ([www.sony.com](http://www.sony.com)).

- How are the marketing communications at these Web sites different from those found in traditional advertising media? Develop a grid that compares and critiques the two forms of marketing communication. Assess the advantages and disadvantages of each form.
- Which of these Web sites is the most effective? Explain.
- After reviewing each site, pick a product that you might like to own (such as a laptop or handheld computer). Based solely on the Web sites above, which company and product most grabs your attention and purchasing interest? Critique your information-gathering experience: What

information was most useful? How could the communication be improved? Would you be willing to purchase the product via the Internet? Why or why not?

Issues for Discussion:

1. What's the serious problem a company would encounter when it begins to adopt IMC program?
2. How to solve this problem?

## II. Case Analysis: 案例分析

1. 《IBM RS 整合营销》(《当代营销学案例集》)
2. 《依云矿泉水》(《当代营销学案例集》)

## Session 17 Sales Promotion and Public Relations 第十七讲

### Text: Chapter 15

#### I. Marketing Applications: 应用题

Total toothpaste's market-leading position has lots of people at Colgate-Palmolive smiling these days. However, achieving this position was not easy. To move to number one in the huge \$1.6 billion toothpaste market, Total had to unseat Procter & Gamble's long-time market-leading Crest brand. Colgate spent \$120 million launching Total. Perhaps more importantly, beyond obtaining the usual American Dental Association's Seal of Approval, Total was the first toothpaste to earn the U.S. Food and Drug Administration's permission to claim that it could prevent gingivitis (the early stages of gum disease). When first introducing the brand, Colgate skipped its warehouses and shipped 46 million tubes of Total to 13,000 stores in just three days. It shipped the product directly to 13,000 promotional displays (about five times the usual amount) strategically placed in retail outlets. At the same time, it blitzed the market with billboards, transit posters, television commercials, print ads, and coupons, announcing that Total was "so advanced it even works when you're not brushing". Colgate plans to use the Total name on line extensions in the future. Colgate toothpaste brands now capture 30 percent of the market, and Colgate is betting that consumers will keep smiling over Total for many years to come.

- a. Evaluate Total's integrated marketing communication strategy. What has been the secret to Colgate's success with Total.
- b. Visit the Colgate Web site ([www.colgate.com](http://www.colgate.com)) and evaluate the company's efforts to extend its communications efforts to the Internet.
- c. As a competitor, how would you respond to Colgate's success with Total? (See Procter & Gamble's Web site at [www.pg.com](http://www.pg.com) and its Crest site at [www.crestsmile.com](http://www.crestsmile.com) for additional information.) What media would you use? Explain.

#### II. Issues for Discussion: 讨论题

1. What promotional tools have been taken in the following cases?
2. To bring high ROI for each, what efforts are usually required?
  - 海尔加盟体育营销, 聘请篮坛巨星作形象代言人
  - 中石化成为 2004-2006 年 F1 中国站的独家赛事赞助商

#### III. Case Analysis: 案例分析

《长城高级润滑油公司企业识别系统导入工程》(《当代营销学案例集》)

## Session 18 Personal Selling, Sales and Customer Relationship Management

### 第十八讲

**Time required: 2 hours**

**Text: Chapter 16**

**I. Marketing Applications: 应用题**

Jonathan Ellermann was excited about his new job as a personal communication consultant for Nokia ([www.nokia.com](http://www.nokia.com)), the giant phone producer that captures a quarter of the global market and half the profits. Rivals such as Ericsson ([www.ericsson.se](http://www.ericsson.se)), Vodafone ([www.vodafone.com](http://www.vodafone.com)), Panasonic ([www.panasonic.com](http://www.panasonic.com)), and Motorola ([www.motorola.com](http://www.motorola.com)) have vowed to make things tougher for Nokia in the coming year. They've developed new designs, communications applications, and strategic alliance between hardware and software makers in an effort to lure fickle consumers away from Nokia.

- Ellermann is attempting to sell Nokia's latest model personal communication device to Shell Oil's Houston branch (approximately 5,000 phones). What sales strategy and plan should Ellermann recommend? In your answer, consider the advantages and disadvantages of Nokia's product.
- Would you recommend that Nokia employ individual selling or team selling? Explain.
- Which step of the sales process do you think will be most critical to Ellermann's success?
- What could Ellermann do to establish a strong relationship with local Shell representatives?

**II. Issues for Discussion: 讨论题**

- Envision a typical salesperson.  
Have your perceptions of salespeople changed after what you've just read and discussed?  
How? Be specific.
- What role does training play in helping a person develop selling skills and abilities?
- State what your career ambition is and briefly state how you might be involved in selling.

**III. Case Analysis: 案例分析**

CDW: "Restructuring the Sales Force", *Principles of Marketing* 9th ed.

**IV. Quiz 6 (for Sessions 16-18) 阅读测试**