

# MARKETING



# MARKETING

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## MARKETING

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This book is printed on acid-free paper.

1 2 3 4 5 6 7 8 9 0 DOW/DOW 1 0 9 8 7 6 5 4

ISBN 978-0-07-786109-4

MHID 0-07-786109-4

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Design: *Debra Kubiak*

Lead Content Licensing Specialist: *Keri Johnson*

Typeface: *10/12 Palatino Roman*

Compositor: *Laserwords Private Limited*

Printer: *R. R. Donnelley*

All credits appearing on page or at the end of the book are considered to be an extension of the copyright page.

### Library of Congress Cataloging-in-Publication Data

Hunt, C. Shane.

Marketing / C. Shane Hunt, Arkansas State University, John E. Mello, Arkansas State University.

pages cm

Includes bibliographical references and index.

ISBN-13: 978-0-07-786109-4 (alk. paper)

ISBN-10: 0-07-786109-4 (alk. paper)

1. Marketing. I. Mello, John E. II. Title.

HF5415.H872 2015

658.8—dc23

2013031992

The Internet addresses listed in the text were accurate at the time of publication. The inclusion of a website does not indicate an endorsement by the authors or McGraw-Hill Education, and McGraw-Hill Education does not guarantee the accuracy of the information presented at these sites.

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# DEDICATION

*To my children, Andrew and Sarah. You are the inspiration for everything I do, and I love you both very much.*

**Shane**

*To my wife, Sandra, for your support and patience. Without your help I could not have made it through a PhD program and achieved my dream of becoming a college professor.*

**John**

# HELLO, MY NAME IS ...

## C. SHANE HUNT

---

Dr. C. Shane Hunt received his PhD in marketing from Oklahoma State University where he was an AMA Sheth Foundation and National Conference in Sales Management Doctoral Fellow. Shane has won numerous awards for his teaching, including the 2010 National Inspire Integrity Award from the National Society of Collegiate Scholars, the 2010 Lt. Col. Barney Smith Award as Professor of the Year at Arkansas State University, and the 2011 Excellence in Undergraduate Teaching Award.

Shane's research has appeared in *The Journal of Personal Selling and Sales Management*, *The Journal of Business Logistics*, and other leading marketing journals, and he has presented to numerous organizations including the American Marketing Association and the National Conference in Sales Management. Shane also serves as the vice chair for an American Marketing Association special interest group in the area of personal selling and sales management.

After completing his bachelor's and MBA degrees at the University of Oklahoma, Shane went to work for a Fortune 500 company in Tulsa, Oklahoma, and spent eight years working as a pricing analyst, product manager, and business development manager overseeing numerous strategic initiatives. In addition to his role as a professor, Shane also serves as a consultant, speaker, and board member for businesses and nonprofit organizations across the country.

Shane is now an associate professor of marketing at Arkansas State University and lives in Jonesboro, Arkansas, with his wife Jenifer and their two children, Andrew and Sarah.



## JOHN E. MELLO

---

Dr. John Mello received his PhD from the University of Tennessee. John is a well-respected educator at both the undergraduate and graduate levels and is the recipient of the 2012 Excellence in Teaching Award from the Arkansas State University College of Business. Prior to completing his PhD, John spent 28 years in the consumer packaged goods industry in a variety of positions at Unilever and Playtex Products. John holds a bachelor's degree from Central Connecticut State University and master's degrees from the University of New Haven and Wilmington College.

John's research has appeared in leading journals, including *The Journal of Business Logistics*, *Transportation Journal*, and the *International Journal of Physical Distribution and Logistics Management*, and he has presented to leading conferences, including the Decisions Sciences Institute and the Marketing Management Association. John serves on the editorial review boards of multiple leading journals, including *The Journal of Business Logistics* and *Transportation Journal*.

John is now an associate professor of marketing and the director for the Center for Supply Chain Management at Arkansas State University. He lives in Jonesboro, Arkansas, with his wife Sandra; they have two adult daughters, Abby and Katie.



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# A LETTER TO STUDENTS

Dear Students,

Wherever your life takes you after this course, you can be assured that knowing how to implement marketing principles will be an important part of your professional success. We have designed this product to demonstrate the connection between marketing and your career going forward, whether you choose to pursue a major in marketing or another field. As you begin this course, we encourage you not to look at the information as a collection of random concepts that you can forget about once you take your final exam. Instead, think about how each of the concepts you read about can help you market and position yourself as a student and as an employee. We have included a number of features to support your efforts, including career tips at the end of every chapter and a comprehensive marketing plan exercise that focuses on marketing the most important product and brand of your entire life: you.

If you are a marketing major, this product will give you a practical foundation in topics such as consumer behavior, professional selling, supply chain management, marketing research, and advertising—information that you will need as you move forward in your degree program. We have also included Today's Professional profiles in each chapter, which feature recent marketing graduates discussing their current jobs. You will see that a marketing major can open doors to a variety of opportunities in large companies, small businesses, and nonprofit organizations throughout the world.

If you are majoring in a field other than marketing, this might be the only marketing course you take. This product will help you understand the role marketing plays in the success of virtually every for-profit and nonprofit organization. Every chapter features a successful executive or entrepreneur who majored in something other than marketing, but who is using the principles you will learn in this course each day of his or her professional life.

Your future is bright, and this product can help you along the path of reaching your professional goals. The working world will continue to evolve and change, but no matter what part of the world you live in, how big your community is, or what the economy looks like, opportunities will always be available for people with marketing skills. We hope you enjoy this product, and we wish the very best for your future.

Sincerely,

*C. Shane Hunt*

*John E. Mello*



# CREATING VALUE THROUGH RELEVANCE

**Hello**, and welcome to **Hunt and Mello's Marketing**. Over the course of many conversations, we've heard from you, and instructors like you, about a number of the key challenges you face in your principles of marketing course. Though every instructor's situation is unique, some common themes emerged from our conversations.

1. Students, particularly non-marketing majors, struggle to understand how this course relates to them. They need guidance on how to put together the pieces and make it relevant.
2. Students come to the course expecting a high level of engagement. They need course materials that deliver on this expectation by providing them with engaging, interesting content.
3. Students want to know that what they are learning matters. Content must be presented in a logical, concise way that highlights its importance to encourage students to read and interact with the material as they prepare for class.

After listening to you discuss your challenges, we examined the other side—students' opinions—through surveys of principles students at several universities. Students from a variety of majors shared with us their primary complaints about existing course materials. Again, common themes emerged.

1. The content doesn't relate to students' individual goals and lives.
2. Products don't convey how marketing strategies can be used in students' future marketing careers.
3. There is a lack of order associated with the seemingly random inclusion of topics, terms, and chapters in most products.

*Marketing* meets the critical challenges voiced by both instructors and students. We deliver the most important content, in the most engaging way, to help students from all backgrounds and all career aspirations learn the science of marketing and how essential it is to their careers, their organizations, and society as a whole. *Marketing* was created with an emphasis on student engagement and relevance, a focus that's embodied in the following key benefits:

**1. Student career focus.** A number of pedagogical tools help students understand how marketing will support their career, whether they choose to major in marketing or something else. From the very first chapter, "**Why Marketing Matters to You,**" students learn about marketing as it relates to them, whatever

their career path happens to be. The **Executive Perspective** features that begin

**HELLO**  
my name is

Roberta Schultz  
Western Michigan University

Very helpful addition of career focus. Students will benefit from the information and help in applying marketing to their own career search. Well-written, concise coverage of the concepts with current, relevant examples.



**Erin Brewer**  
Managing Partner

RedPin Bowling Lounge and  
The Basement Modern Diner  
<http://www.bowlredpin.com/>

RedPin is a combination restaurant, bowling alley, and bar in Oklahoma City. It boasts 10 bowling lanes; a full-service bar; space for private parties; a menu of local, made-from-scratch fare; and a large canal-front patio.

# AND STUDENT ENGAGEMENT

every chapter connect to students' ultimate career goals and represent the importance of marketing to students from a wide range of majors, including computer science, anthropology, applied mathematics, and economics. Each chapter also includes a **Today's Professional** feature that connects to where students want to be in the near term. In these, recent graduates discuss various areas of marketing as an avenue for employment. Both of these features demonstrate marketing's relevance in a vivid and immediate way. In addition, **Career Tips** at the end of every chapter encourage students to think about their personal brand and how to market themselves effectively to future employers. Finally, instructors can choose to assign a personal **Marketing Plan Exercise** that asks students to apply principles concepts to create a marketing plan for the most important product they will ever market: themselves.

2. **Relevant content integration.** Coverage of **ethics, globalization, and social media has been integrated** throughout the chapters to emphasize the impact of these important topics on every marketing decision. Organizations don't have "ethical Tuesday" or celebrate "global Wednesday." Students must understand how these concepts integrate into key principles content. Finally, we've incorporated coverage of **marketing in nonprofit settings** throughout the text to appeal to students pursuing careers in this growing area.

**HELLO**  
my name is

Guy Lochiatto  
MassBay Community College

... applying and integrating ethics, globalization, and social media makes it easier for the students to understand the impact of these on consumer behavior throughout marketing and makes them less generalized.

dents to apply what they've just learned in a dynamic, interactive way. One of these, the **Social Media in Action** assignment, asks the student to view the chapter concepts as they relate to social media, an increasingly important tool in marketing as well as many other areas of business. In addition, each chapter has an associated **Video Case**, often featuring the executive that appears at the start of the chapter. The video case introduces students to marketing principles as they are practiced at both large corporations and the kind of small businesses at which most students will begin their careers.

Powerful. Most of what I hear from students is that they'd like to hear more of the "how" when it comes to everything. This is a great way to show the how aspect in a fun way.



The global and social media icons highlight integrated coverage, allowing students and instructors to quickly locate relevant content within each chapter.

**HELLO**  
my name is

David Bourff  
Boise State University

# MAKING MARKETING PERSONAL

*Marketing* creates value by making it personal for both students and instructors. Students are always learning fundamental marketing principles through the lens of how they will apply those principles in the future. In addition, we have organized the material into 14 concise chapters to focus students on the fundamental principles topics they need to know rather than overwhelming them with details better suited to an advanced marketing course. This streamlined approach frees you up to personalize your course in various ways, by inviting guests to speak during class, assigning McGraw-Hill's Practice Marketing simulation, or incorporating other activities into your lectures.

The layout and terminology of the chapter content presented below clearly reflect the intent of the book to offer familiar topics in a way that relates to students. We have designed all of our chapters to maximize the most valuable content for a principles text.

## PART ONE: Marketing in the Twenty-First Century

### 1. Why Marketing Matters to You

Chapter 1 sets the stage by explaining to students the role and relevance of marketing to their lives. Students who have little affinity for marketing and are taking the course only because they “have to” will understand the relevance of marketing from the very first day of class.

### 2. Strategic Planning for a Successful Future

Chapter 2 explains the importance of strategic marketing planning for businesses and nonprofit organizations. Students are introduced to the elements of a marketing plan and then allowed to apply their knowledge as they develop a marketing plan focused on the most important product of their lives: themselves.

### 3. Analyzing Your Environment

In Chapter 3, students learn how the external environment influences marketing in an integrated way by examining how both local and global factors impact large companies, small businesses, and nonprofit organizations.

**HELLO**  
my name is

Mayukh Dass  
Texas Tech University

My current book covers the sections in this chapter across three chapters. I feel that this chapter is . . . refined and more useful than the ones I currently use.

## PART TWO: Understanding Your Customer

### 4. Marketing Research

In addition to describing the importance of good marketing research and the marketing research process, Chapter 4 illustrates how quality marketing research can drive other marketing decisions, such as new product development and sales forecasts, that are critical to an organization's bottom line.

### 5. Knowing Your Customer: Consumer and Business

Chapter 5 introduces students to the critical elements of buyer behavior for both consumers and businesses in one chapter to help them better understand the similarities and differences between B2C and B2B marketing.

### 6. Developing Your Product

Chapter 6 presents the product development process in a comprehensive way that reflects the real-world challenges in developing and marketing a new product. It also covers traditional product concepts like the consumer adoption process and the product life cycle and illustrates how factors such as ethics play a role in product decisions.

### 7. Segmenting, Targeting, and Finding Your Market Position

In Chapter 7, students are exposed to the essential concepts of market segmentation and positioning in a dynamic way and learn about the challenges of segmenting and targeting markets in both the U.S. and in other parts of the world.

**HELLO**  
my name is

Rajiv Mehta  
New Jersey Institute  
of Technology

This chapter integrates information from two chapters on B2C and B2B into one concisely. Thus, it makes teaching issues related to target market consumers and industrial buyers a lot easier given that there [are] time constraints. What's more, this approach enables the discussion of the elements of marketing faster.

# FOR INSTRUCTORS AND STUDENTS

## PART THREE: Reaching Your Customer

### 8. Promotional Strategies

Chapter 8 makes students aware of the various tools they can use to communicate the value of their products to customers and the shifting dynamics of promotional strategies, ranging from social media to personal selling.

### 9. Supply Chain and Logistics Management: Adding Value for Your Customers

Chapter 9 includes coverage of transportation and inventory management—practical topics that real-world professionals cite as necessary skills for new college graduates to possess. In addition, it has more coverage of logistics than any other book for a very practical reason: Logistics is one of the fastest growing and highest salary-generating fields in all of marketing.

### 10. Pricing for Profit and Customer Value

In response to market feedback on how instructors actually teach their course, pricing concepts have been consolidated into one chapter instead of two. Chapter 10 incorporates the most important elements of this topic into a concise chapter that engages students and introduces them to pricing terms and strategy without burdening them with the additional content that is more appropriate in an advanced marketing course.

### 11. Building Successful Brands: Your Organization, Your Product, and Yourself

Chapter 11 shows how tools such as social media and product packaging can be helpful in building a successful brand. In addition to learning how to measure brand performance and how to successfully develop a brand for businesses and nonprofit organizations, students are also asked to consider how to manage their own personal brand.

## PART FOUR: Responding to Your Customer

### 12. Managing Your Customer Relationships

Chapter 12 focuses on one of the core aspects of any great marketing organization: customer service. Whether they work for a retailer, manufacturer, service provider, or nonprofit organization, the concepts and strategies discussed in this chapter will help students see the link between customer service and brand loyalty.

### 13. Social Responsibility and Sustainability

Chapter 13 emphasizes the role social responsibility plays in marketing decisions by illustrating the economic and social benefits of developing sustainable marketing strategies. Finally, the chapter looks at the challenges marketers face in developing sustainable strategies across the globe.

### 14. Measuring Marketing Performance

The final chapter wraps up the journey through marketing by teaching students how to measure marketing performance and compensate marketing employees. Ultimately, some of the strategies students implement will work and some will not, but it is essential that they be able to evaluate the success or failure of their ideas and make the appropriate adjustments.

**HELLO**  
my name is

Marilyn Liebrezn-Himes  
The George Washington  
University

The Hunt/Mello chapter really provides a readable condensation of promotional strategies, that touch on, I feel, the critical elements of this topic. Our past text devoted four chapters to this topic, going into such great detail that I feel the key points were obscured by all the details.

**HELLO**  
my name is

George Bass  
Kennesaw State Technology

You took the singularly most boring part of Principles and made it clear and interesting. You also showed via relevancy both sides of the buying/selling equation when it comes to price.

**HELLO**  
my name is

Connie Golden  
Lakeland Community College

This is an excellent chapter to include! I have taught this course for many years, and this has been a huge shortfall in teaching the course. It is good to see some coverage of "Control."

# MAKING MARKETING PERSONAL



## EXECUTIVE PERSPECTIVE

**Michael Friloux**

*Senior Vice President of Business Development  
Citynet*

Michael Friloux had a plan. He chose computer science as his major in college and intended to pursue a technical career in software development and software engineering. But Friloux quickly discovered that planning is a dynamic process and that meeting his objective of finding a job meant modifying his plans. After college, Friloux accepted a job with a communications firm, which allowed him to combine his technical skills with the marketing knowledge he had acquired during college. Over the course of his career as a product developer, sales engineer, and vice president of marketing and network planning, Friloux sharp-

recognize that knowledge is power. To you will also need social skills, integrity, ethic, and determination. People with skills universally outperform their peers. The best engineer, accountant, lawyer, the world, but if people don't like you they won't.

### How is marketing relevant to you at Citynet?

Developing marketing strategy and our organization's marketing plan is so

**Executive Perspective** Each chapter opens with an executive's perspective on the role marketing plays in his or her business. The highly successful, senior-level executives who have been interviewed for these features purposefully come from backgrounds outside of marketing. Their perspectives illustrate the need for successful leaders in any organization to be effective marketers. In addition, in contrast to the in-chapter examples, which reference large, recognizable companies, the executives highlighted in the opening feature for the most part work for small, entrepreneurial companies,

## HELLO my name is

Timothy W. Aurand  
Northern Illinois University

[The] [e]xecutive perspectives are excellent. Very current, well written.

the kind of companies at which students are more likely to work after graduation. Finally, we link the Executive Perspective closely to the chapter content by including a tie-back feature at multiple points throughout the chapter. The tie-back feature presents the executive's perspective on how the chapter concepts relate to his or her personal and professional experience, once again allowing students to see the relevance of chapter concepts to their future careers.

## HELLO my name is

Shirley Arlene Green  
Indian River State College

WOW! . . . The integration of personalization from an executive perspective scattered throughout the text topics brings reality into the discussion and shows how these elements actually work in a business environment.

**Forecast** The Forecast at the start of each chapter sets the expectation for what students will encounter in the chapter and further reinforces the relevancy of the chapter concepts to students, whether they're marketing majors or not. The Forecast feature concludes with key questions—one for each learning objective—that students should keep in mind as they learn the topics in each chapter.

## FORECAST

This chapter explores the importance of strategic planning in marketing. Executing a thoughtful strategic marketing plan is the most likely path to sustainable business success. The chapter examines the role of a mission statement, situation analysis, marketing strategy, global marketing strategy, and other elements of an effective marketing plan. As you read through the chapter, consider the following key questions:

1. Why is strategic planning important for marketing?
2. What elements should a marketing plan include?
3. How do I evaluate the effectiveness of a firm's mission statement?
4. What tools can I use to analyze my firm's situation externally and internally?
5. What strategic directions can a firm take?
6. How does globalization affect marketing strategy?
7. Why is strategic planning critical for nonprofit organizations?

# STUDENT-FOCUSED FEATURES

**Today's Professional** Each chapter contains a profile of a recent (within five years) business graduate that focuses on how to market oneself. These professionals describe how developing their personal brand has helped advance their careers. We have found that profiles of these successful new professionals resonate just as much with our students as the chapter-opening descriptions of executives.

## HELLO my name is

Van Wood  
Virginia Commonwealth  
University

Theory and practice go hand in hand. The authors provide the theoretical basis for the importance of social media and then with the examples and exercises create a learning environment that is right on target.

**Social Media in Action** The Social Media in Action feature provides students with an example of social media at work in the real world.

The feature discusses how a company is

using social media to market its products. The online, interactive exercise

that accompanies the feature asks students to make decisions about the best use of social media in a specific marketing scenario, effectively preparing them to make such decisions later in their careers.

## TODAY'S PROFESSIONAL

Halsey Ward

*Sponsorship and Sales Executive  
Australian National Basketball League*

Believing that I can do the job and do it well have been key to finding success in my career.

**What advice would you give soon-to-be graduates?** As a shooter in college, my coach used to tell me, "You miss all the shots you never take! Shoot till you miss, then shoot till you make!" I definitely missed more shots than I made, but I never stopped shooting. The same applies to finding a job and succeeding at the job. Once you have your goal in mind, never let all the no's keep you from going after that one crucial yes.

**What has been most challenging about working internationally?**

There are definitely challenges to learning a new culture and trying to figure out how consumers in New Zealand prioritize sports compared to U.S. consumers. However, most of the marketing skills I learned translate very well.



## SUMMARY

LEARNSMART™  
ADVANTAGE



**LO 3-1** Differentiate between direct and indirect competitors.

The competitive environment includes the direct competitors a firm faces and indirect competitors seeking to take market share and profits. The most commonly discussed type of competition is direct competition. Direct competition occurs when products performing the same function compete against each other. Indirect competition occurs when products providing an alternative solution to the same marketing need compete against each other.



**LO 3-2** Summarize the major external factors that influence the marketing environment.

There are six major external factors that influence the marketing environment: economic, demographic, sociocultural, political, technological, and environmental. Economic factors include the state of the economy, inflation, and interest rates. Demographic factors include population size, age, and income. Sociocultural factors include lifestyle, values, and attitudes. Political factors include government regulations and trade policies. Technological factors include the rate of technological change and the adoption of new technologies. Environmental factors include natural resources and weather conditions.



## Interactive Assignment 3-1 Social Media in Action

Social media have become powerful tools for small business marketers looking to compete with larger firms. Jill Nelson is the founder of Oregon-based Ruby Receptionists, which provides virtual receptionists for other small businesses. She believes that social media level the playing field with bigger competitors. One of Nelson's biggest target markets is attorneys needing a virtual receptionist. When she hears via social media that an attorney has

**Interactive Assignment** Each chapter includes several online exercises that provide students with an opportunity to apply the concepts they've just learned to a real-world scenario. These interactive assignments, available in McGraw-Hill *Connect Marketing*, are integrated into the chapters to offer students a total learning experience.

**Summary** Each chapter concludes with a summary section organized by learning objective that reemphasizes the key points made in the chapter. The summary provides a great study tool for students, particularly when used in conjunction with McGraw-Hill LearnSmart®, an adaptive learning program that helps students learn faster, study more efficiently, and retain more knowledge.

# MAKING MARKETING PERSONAL

**Personal Marketing Plan Exercise** A Marketing Plan Exercise appears in each chapter. In a unique twist, students will learn the elements of the marketing plan in the context of marketing the most important product or brand of their life: themselves. In addition to really engaging students in understanding successful marketing plans, the project is also a fun alternative to more traditional class assignments.

## MARKETING PLAN EXERCISE

In this chapter we discussed the importance of analyzing the marketing environment. In the next section of the marketing plan exercise, you will analyze the environment you will be entering upon graduation. Your assignment is to prepare a market summary for the job or graduate school program you discussed as your objective in Chapter 1. If your objective is a specific job or career, you need to answer questions like

- What is the average salary?
- What are the companies that are best positioned to offer the kind of job you want?
- Are there jobs in this field located where you want to live?
- What is the total size and growth rate of the industry you are planning to enter?
- What is the current unemployment rate in that field and what percentage of jobs are filled by new college graduates?

- What schools offer this program?
- What are those schools' admission statistics (percentage accepted, tuition and fees, financial aid available, etc.)?
- What are the average Grade Point Average (GPA) and entrance exam (LSAT, GMAT, MCAT, etc.) scores?
- What is the average starting salary for graduates of these programs?

It is important to conduct an honest environmental assessment. Students sometimes have unrealistic expectations of what their first job out of school or a graduate program may be like. The better you understand the environment you are entering, the better you will be able to market yourself and your skills to succeed in it.

## HELLO my name is

Laurel Cook  
University of Arkansas

I would use this text especially for the social media applications. This is where college students are today & represents HOW they get & give information. I love it in each chapter in the H-M text!

**Social Media Application** Social Media Application features ask students to analyze the social media activities of the organizations with which they are most familiar. Rather than putting themselves in the position of the marketer, students evaluate social media strategies from the perspective of those being marketed to. In addition, the Social Media Application feature is designed to remain relevant even as technology evolves; thus it does not reference Facebook, Twitter, or other specific social media applications.

**Ethical Challenge** Ethics is an essential element in marketing and in AACSB assessment requirements. We include in each chapter real-world examples of business ethics that highlight how ethical issues permeate every marketing decision.

## ETHICAL CHALLENGE

The economic environment has changed in the past decade due to stock market losses, rising health care costs, and declining property values. As a result, many seniors were forced to look for new ways to generate income after their working careers ended. One of the primary beneficiaries of this shift was firms marketing reverse mortgages.

Reverse mortgages allow older homeowners to tap into the equity of their home and receive payments against its value. Typically, when the homeowners die, their heirs must repay the loan, including interest and fees. For the past two decades, the vast majority of reverse mortgages have

Like many other industries, the reverse mortgage business contains two sides of an ethical dilemma. On one side are those marketers who are increasing profits by helping seniors access the equity in their home; on the other are those who are potentially taking advantage of desperate seniors who may not fully understand what a reverse mortgage is. Please use the ethical decision-making framework to answer the following questions:

1. Which parties are impacted by reverse mortgages marketing strategies?
2. If you are a bank hoping to increase profits, would

# STUDENT-FOCUSED FEATURES

**Video Case** Video cases in each chapter, often tied to the executive featured throughout the chapter, provide an engaging way for students to see how the chapter concepts are applied in large and small corporations.

**Career Tips** We offer examples and ideas related to the chapter topic that can help students market themselves and develop their own personal brand. This feature reinforces the importance of marketing to the students' lives. The Career Tips often feature the executives introduced at the start of the chapter to further reinforce the connection between the feature and concepts discussed.



## CAREER TIPS

### Marketing Your Future

You have read in this chapter about the marketing environment and how external factors influence that environment for both for-profit and nonprofit organizations. As you think about your future, you may be

considering a career in the nonprofit sector. Erin Brewer, who was featured in the Executive Perspective at the beginning of the chapter, spent a decade working for various nonprofit organizations and has some tips for securing a nonprofit position.

- **Gain experience.** Before you start interviewing for full-time positions, get some experience in charity work as a volunteer or an intern. The vast majority of nonprofits utilize both, so plenty of opportunities are available. A combination of volunteerism and internships provides the biggest advantage to a job seeker. It shows the hiring nonprofit that you're passionate about helping and that you know how similar organizations function. Some people begin their careers in the nonprofit world to gain significant hands-on experience

before making the leap to the corporate world. Others go the reverse route, getting their feet wet on the corporate side, and then taking on positions of greater responsibility in the charitable realm. The same principles of marketing apply to both sides of the spectrum and the smart professional can readily adapt.

- **Craft an effective resume.** Communicating who you are on a single piece of paper is a daunting task! Make sure that your resume conveys the right things about you. Be succinct, be compelling, be professional, and show a bit of personality. Highlight your unique accomplishments rather than simply listing your responsibilities, tailor your resume for each job you apply for, and always run spell check.
- **Put your intangibles to work.** Let your charm, gift for the spoken word, and passion for service shine. Once you have secured an interview, be prepared. Anticipate questions you may be asked and prepare a brief description of yourself and your goals. Be ready to ask some questions of your own. (To this day, I won't hire a candidate that doesn't ask a question.) Use your marketing coursework to your advantage by "spinning" your experience to suit the position you hope to attain. Be polite, be punctual, be honest, and most importantly, be yourself. And always send a thank you note.



# RESULTS-DRIVEN TECHNOLOGY

Across the country, instructors and students continue to raise an important question: How can marketing courses further support students throughout the learning process to shape future business leaders? While there is no one solution, we see the impact of new learning technologies and innovative study tools that not only fully engage students in course material but also inform instructors of the students' skill and comprehension levels.

Interactive learning tools, including those offered through McGraw-Hill *Connect*, are being implemented to increase teaching effectiveness and learning efficiency in thousands of colleges and universities. By facilitating a stronger connection with the course and incorporating the latest technologies—such as McGraw-Hill LearnSmart, an adaptive learning program—these tools enable students to succeed in their college careers, which will ultimately increase the percentage of students completing their postsecondary degrees and create the business leaders of the future.

## McGraw-Hill CONNECT



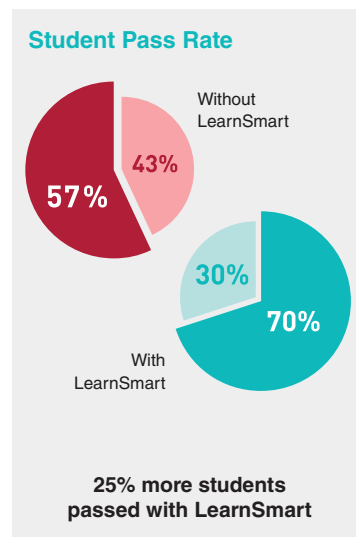
*Connect* is an all-digital teaching and learning environment designed from the ground up to work with the way instructors and students think, teach, and learn. As a digital teaching, assignment, and assessment platform, *Connect* strengthens the link among faculty, students, and coursework, helping everyone accomplish more in less time.

## LearnSmart

### *The smartest way to get from B to A*

LearnSmart is the most widely used and intelligent adaptive learning resource. It is proven to strengthen memory recall, improve course retention, and boost grades by distinguishing between what students know and what they don't know and

honing in on the concepts that they are most likely to forget. LearnSmart continuously adapts to each student's needs by building an individual learning path. As a result, students study smarter and retain more knowledge.



## SmartBook

### *A revolution in reading*

Fueled by LearnSmart, SmartBook is the first and only adaptive reading experience available today. SmartBook personalizes content for each student in a continuously adapting reading experience. Reading is no longer a passive and linear experience, but an engaging and dynamic one where students are more likely to master and retain important concepts, coming to class better prepared.



## LearnSmart Achieve

### *A revolution in learning*

Leveraging a continuously adaptive learning path, the program adjusts to each student individually as he or she progresses through the program, creating just-in-time learning experiences by presenting interactive content that is tailored to each student's needs. This model is proven to accelerate learning and strengthen memory recall.

## Interactive Assignments

### *A higher level of learning*

Throughout the chapter, students will be prompted to complete a variety of interactive assignments that will require them to apply what they have learned in a real-world scenario. These online exercises will help students assess their understanding of the concepts.

## Video Cases

### *Real-world assignments*

Industry-leading video support helps students understand concepts and see how real companies and professionals implement marketing principles in the workplace. The video cases highlight companies from a broad range of industries, sizes, and geographic locations, giving students a perspective of marketing from a variety of businesses. In addition, five of the videos feature the executives profiled within the chapter (Chapters 1, 3, 8, 12, and 14).

## Video Overviews

### *A multimedia learning experience*

Specific to each learning objective, the video overviews in *Connect* are engaging, online, professional presentations covering the key concepts from the chapter. They teach students the core learning objectives in a multimedia format, bringing the content of the course to life.



## McGraw-Hill Connect Plus

McGraw-Hill Education reinvents the textbook-learning experience for today's students with *Connect Plus*, providing students with a cost-saving alternative to the traditional textbook. A seamless integration of a media rich eBook and *Connect*, *Connect Plus* provides all of the *Connect* features plus the following:

- A web-optimized eBook, allowing for anytime, anywhere online access to the textbook.
- Powerful search function to pinpoint and connect key concepts in a snap.
- Highlighting and note-taking capabilities as well as access to shared instructors' notations.

Visit [www.huntmello.com](http://www.huntmello.com) to learn more about how the author uses *Connect* and to register for your personal demonstration today!

# CONNECT INTERACTIVE ASSIGNMENT GUIDE



**connect**<sup>™</sup>  
**MARKETING**

Throughout this product, you will encounter Interactive Assignments that ask you to log onto McGraw-Hill *Connect* to complete exercises related to the concepts you just learned. The following guide provides you with a quick reference for locating the Interactive Assignments related to each chapter.

## Chapter 1

- Interactive Assignment 1-1: Social Media in Action **LO 1-4** 12
- Interactive Assignment 1-2 **LO 1-6** 15
- Interactive Assignment 1-3 **LO 1-7** 20
- Interactive Assignment 1-4 **LO 1-8** 22
- Video Case featuring Steve DeVore 25

## Chapter 2

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- Interactive Assignment 2-2 **LO 2-5** 41
- Interactive Assignment 2-3: Social Media in Action **LO 2-5** 43
- Interactive Assignment 2-4 **LO 2-6** 46
- Video Case featuring Ford Motor Company 52

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- Interactive Assignment 3-1: Social Media in Action **LO 3-2** 75
- Interactive Assignment 3-2 **LO 3-2** 82
- Interactive Assignment 3-3 **LO 3-4** 86
- Interactive Assignment 3-4 **LO 3-4** 88
- Video Case featuring Erin Brewer 92

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- Interactive Assignment 4-3: Social Media in Action **LO 4-3** 112
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- Video Case featuring Experian 124

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- Interactive Assignment 5-2 **LO 5-1** 132
- Interactive Assignment 5-3 **LO 5-3** 142
- Interactive Assignment 5-4 **LO 5-6** 151
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- Interactive Assignment 6-1 **LO 6-1** 163
- Interactive Assignment 6-2 **LO 6-2** 167
- Interactive Assignment 6-3: Social Media in Action **LO 6-2** 171
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- Video Case featuring Marriott 218

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- Interactive Assignment 9-3: Social Media in Action **LO 9-5** 274
- Interactive Assignment 9-4 **LO 9-6** 279
- Video Case featuring FedEx 284

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- Interactive Assignment 10-3: Social Media in Action **LO 10-6** 305
- Interactive Assignment 10-4 **LO 10-6** 308
- Video Case featuring Amy's Candy Bar 311

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- Interactive Assignment 11-1 **LO 11-1** 319
- Interactive Assignment 11-2 **LO 11-4** 326
- Interactive Assignment 11-3: Social Media in Action **LO 11-5** 330
- Interactive Assignment 11-4 **LO 11-6** 334
- Video Case featuring the American Red Cross 338

## Chapter 12

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- Interactive Assignment 12-2 **LO 12-1** 351
- Interactive Assignment 12-3 **LO 12-4** 359
- Interactive Assignment 12-4 **LO 12-6** 362
- Video Case featuring Edward Craner 366

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- Interactive Assignment 13-1 **LO 13-1** 373
- Interactive Assignment 13-2 **LO 13-2** 379
- Interactive Assignment 13-3 **LO 13-3** 383
- Interactive Assignment 13-4: Social Media in Action **LO 13-5** 388
- Video Case featuring Williams, a Fortune 500 energy company 392

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- Interactive Assignment 14-1 **LO 14-1** 401
- Interactive Assignment 14-2: Social Media in Action **LO 14-2** 406
- Interactive Assignment 14-3 **LO 14-3** 410
- Interactive Assignment 14-4 **LO 14-4** 413
- Video Case featuring Christy Valentine 416

# MAKING MARKETING PERSONAL

Hunt and Mello's *Marketing* offers you a complete package to prepare you for your course.

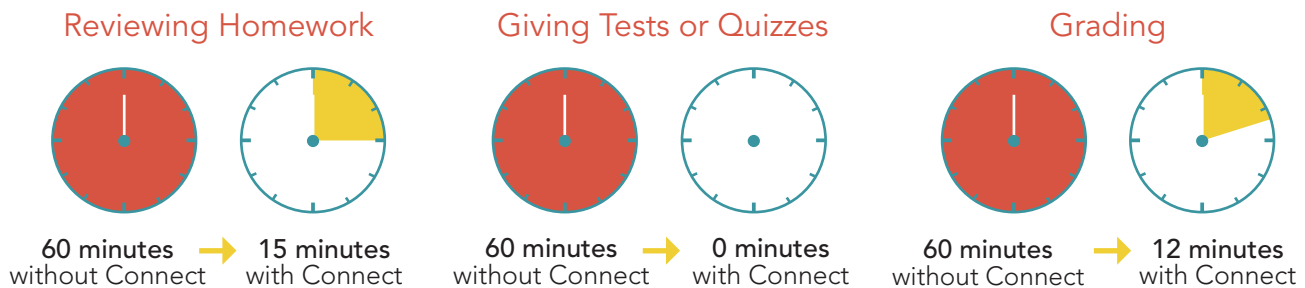
## McGraw-Hill CONNECT



McGraw-Hill *Connect* strengthens the link between faculty, students, and course-work, helping everyone accomplish more in less time.

### Efficient Administrative Capabilities

*Connect* offers you, the instructor, auto-gradable material in an effort to facilitate teaching and learning.



### Student Progress Tracking

*Connect* keeps instructors informed about how each student, section, and class is performing, allowing for more productive use of lecture and office hours. The progress tracking function enables instructors to:

- View scored work immediately and track individual or group performance with assignment and grade reports.
- Access an instant view of student or class performance relative to learning objectives.
- Collect data and generate reports required by many accreditation organizations, such as AACSB.

*Connect* and LearnSmart allow students to present course material to students in more ways than just the explanations they hear from me directly. Because of this, students are processing the material in new ways, requiring them to think. I now have more students asking questions in class because the more we think, the more we question.

*Instructor at Hinds Community College*

# THROUGH TEACHING SUPPORT

## Instructor Library

Connect's instructor library serves as a one-stop, secure site for essential course materials, allowing you to save prep time before class. The instructor resources found in the library include:

- **Instructor's Manual.** The Instructor's Manual is a comprehensive resource designed to support you in effectively teaching your course. It includes learning objectives, lecture outlines, supplemental lectures, answers to discussion questions and end-of-chapter exercises, notes for video cases, and a guide on how to effectively integrate *Connect* into your course.
- **Test Bank.** The Test Bank offers more than 2,000 questions, which are categorized by topic, learning objective, level of difficulty, Bloom's Taxonomy, and accreditation standards (e.g., AACSB). The Test Bank contains true/false, multiple choice, and essay questions.
- **PowerPoint Presentations.** The PowerPoint presentations feature slides that you can personalize and use to help present concepts to the students effectively. Each set of slides contains figures and tables from the text.
- **Videos.** The video library allows instructors to access new, relevant videos covering a variety of companies and industries, all of which tie deeply to the content and often feature the executives profiled within each chapter. The videos can be used to support in-class or online lectures and are also available on DVD (ISBN: 0077636570).

Resources are also available on the secure instructor side of the book-specific Online Learning Center at [www.huntmello.com](http://www.huntmello.com).

The screenshot shows the McGraw-Hill Connect website interface. At the top, there is a navigation bar with the 'connect' logo, a search bar, and menu items for 'What is Connect?', 'Instructors', 'Students', and 'Subjects'. The main content area is divided into two sections. On the left, a 'Get Connected. Get Results.' section features a graphic titled 'Higher Pass Rates' comparing 'With connect 83.7%' (represented by 10 blue figures) and 'Without connect 72.9%' (represented by 10 red figures). Below this is a 'SEE FOR YOURSELF' button. On the right, a 'Sign In' form includes fields for 'Email' (with 'you@email.com' entered) and 'Password', a 'SIGN IN' button, and links for 'Forgot Password?' and 'Help?'. A note at the bottom of the sign-in form states: 'If your school uses McGraw-Hill Campus, sign in!'. At the very bottom of the page, a footer line reads: 'Instructors, contact your McGraw-Hill Education sales rep to receive access to [www.mcgrawhillconnect.com](http://www.mcgrawhillconnect.com).'

# MAKING MARKETING PERSONAL

## Create

Instructors can now tailor their teaching resources to match the way they teach! With McGraw-Hill Create, [www.mcgrawhillcreate.com](http://www.mcgrawhillcreate.com), instructors can easily rearrange chapters, combine material from other content sources, and quickly upload and integrate their own content, like course syllabi or teaching notes. Find the right content in Create by searching through thousands of leading McGraw-Hill textbooks. Arrange the material to fit your teaching style. Order a Create book and receive a complimentary print review copy in three to five business days or a complimentary electronic review copy via e-mail within one hour. Go to [www.mcgrawhillcreate.com](http://www.mcgrawhillcreate.com) today and register.



# create™

## Tegrity Campus

Tegrity makes class time available 24/7 by automatically capturing every lecture in a searchable format for students to review when they study and complete assignments. With a simple one-click start-and-stop process, you capture all computer screens and corresponding audio. Students can replay any part of any class with easy-to-use browser-based viewing on a PC or Mac. Educators know that the more students can see, hear, and experience class resources, the better they learn. In fact, studies prove it. With patented Tegrity “search anything” technology, students instantly recall key class moments for replay online or on iPods and mobile devices. Instructors can help turn all their students’ study time into learning moments immediately supported by their lecture. To learn more about Tegrity, watch a two-minute Flash demo at <http://tegritycampus.mhhe.com>.



# tegrity®

## Blackboard® Partnership

McGraw-Hill Education and Blackboard have teamed up to simplify your life. Now you and your students can access *Connect* and Create right from within your Blackboard course—all with one single sign-on. The grade books are seamless, so when a student completes an integrated *Connect* assignment, the grade for that assignment automatically (and instantly) feeds your Blackboard grade center. Learn more at [www.domorenow.com](http://www.domorenow.com).



## McGraw-Hill Campus™

McGraw-Hill Campus is a new one-stop teaching and learning experience available to users of any learning management system. This institutional service allows faculty and students to enjoy single sign-on (SSO) access to all McGraw-Hill Higher Education materials, including the award-winning McGraw-Hill *Connect* platform, from directly within the institution’s website. With McGraw-Hill Campus, faculty receive instant access to teaching materials (e.g., eTextbooks, test banks, PowerPoint slides, animations, learning objects, etc.), allowing them to browse, search, and use any instructor ancillary content in our vast library at no additional cost to instructor or students.



# Campus

# THROUGH COURSE DESIGN AND DELIVERY

In addition, students enjoy SSO access to a variety of free content (e.g., quizzes, flash cards, narrated presentations, etc.) and subscription-based products (e.g., McGraw-Hill *Connect*). With McGraw-Hill Campus enabled, faculty and students will never need to create another account to access McGraw-Hill products and services. Learn more at [www.mhcampus.com](http://www.mhcampus.com).

## Assurance of Learning Ready

Many educational institutions today focus on the notion of *assurance of learning*, an important element of some accreditation standards. *Marketing* is designed specifically to support instructors' assurance of learning initiatives with a simple yet powerful solution. Each test bank question for *Marketing* maps to a specific chapter learning objective listed in the text. Instructors can use our test bank software, EZ Test and EZ Test Online, to easily query for learning objectives that directly relate to the learning outcomes for their course. Instructors can then use the reporting features of EZ Test to aggregate student results in similar fashion, making the collection and presentation of assurance of learning data simple and easy.

## AACSB Tagging

McGraw-Hill Education is a proud corporate member of AACSB International. Understanding the importance and value of AACSB accreditation, *Marketing* recognizes the curricula guidelines detailed in the AACSB standards for business accreditation by connecting selected questions in the text and the test bank to the six general knowledge and skill guidelines in the AACSB standards. The statements contained in *Marketing* are provided only as a guide for the users of this textbook. The AACSB leaves content coverage and assessment within the purview of individual schools, the mission of the school, and the faculty. While the *Marketing* teaching package makes no claim of any specific AACSB qualification or evaluation, we have within *Marketing* labeled selected questions according to the six general knowledge and skills areas.



## McGraw-Hill Customer Experience Group Contact Information

At McGraw-Hill Education, we understand that getting the most from new technology can be challenging. That's why our services don't stop after you purchase our products. You can e-mail our Product Specialists 24 hours a day to get product training online. Or you can search our knowledge bank of Frequently Asked Questions on our support website. For Customer Support, call **800-331-5094** or visit [www.mhhe.com/support](http://www.mhhe.com/support). One of our Technical Support Analysts will be able to assist you in a timely fashion.



# ACKNOWLEDGMENTS

We are deeply indebted to the many marketing scholars and instructors, business leaders and professionals, and colleagues and friends who have contributed their time, ideas, and insights to the development of this product. We appreciate your help and your shared passion for maximizing the educational experience of our students and future leaders.

We are also thankful to have had the privilege to work with all of the talented and thoughtful colleagues who reviewed each chapter throughout the development of this product, providing expert feedback to improve and refine the content. This product is much better and more beneficial to students because of the work that you did. We extend our sincere appreciation to all of the review and focus group participants who have contributed so much to our efforts.

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*York College of Pennsylvania*
- Poh-Lin Yeoh,  
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- Mark Yi-Cheon Yim,  
*Canisius College*
- James Zemanek,  
*East Carolina University*

This product would not have been possible without the effort and expertise of many people. First and foremost, we would like to recognize and thank the entire editorial and marketing teams at McGraw-Hill Higher Education that have made this product possible. We are very thankful to our executive editor, Sankha Basu, who surrounded us with the best team in all of higher education publishing. We are thankful for our development editor, Gabriela Gonzalez, for keeping us on track and focused on all of the integrated aspects of the product. We are thankful for Donielle Xu, a truly amazing marketing manager, whose vision was instrumental in communicating the message of our product. We are thankful for Cortney Kieffer, who was our McGraw-Hill field representative when we came to Arkansas State University. Cortney was our first exposure to McGraw-Hill, and her professionalism, dedication to our students, and friendship made us want to be part of the McGraw-Hill family. We are thankful for Ann Torbert, Lori Koetters, Keri Johnson, Debra Kubiak, Doug Hughes, Paul Ducham, and all of the talented McGraw-Hill publisher's representatives whose guidance and feedback made the product much better.

Additionally, we are especially thankful for our content development editor, Emily Hatteberg, who has made every page of this product better through her counsel, advice, and extraordinary efforts. We cannot imagine writing this without her. It has been our pleasure and privilege to work with these incredibly talented and skilled professionals who have shaped the final product that you are about to read.

We also want to thank our colleagues in the College of Business at Arkansas State University. It is an honor every day to get to work with brilliant people who genuinely and passionately care about the education of our students. We want to give special thanks to our department chair, Gail Hudson, and our administrative assistant, Ricky Miller, for their help during this process. Their support and friendship is priceless, and we feel very thankful to be part of the Red Wolf Nation and professors at a truly world-class institution.

We want to thank our families for their love, support, and patience while we developed this product. We want to thank the great faculty members at Oklahoma State University and the University of Tennessee for the training and knowledge they gave us during our doctoral programs. We want to thank our many great colleagues in the private sector, at companies including Williams, Citynet, Playtex, and Unilever, who provided us with experiences that sharpened our focus on the practical applications of marketing and preparing our students for today's competitive job market.

Finally, we want to thank our students. Being a marketing professor is the best job in the world because of the students we get to teach, help, and learn from. The great students at Arkansas State University and throughout the country and the world drove our decision to create this product. Marketing is an extremely important topic for their careers and their lives, and we hope we have developed a product to help them succeed and achieve their dreams.

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