



STUDENT WORKBOOK

SAMPLE LESSONS



EDITABLE PDF VERSION

This Workbook is for The Beaumont College Lessons. Students should complete the exercises as they progress through the online lessons.



CONTENTS

LESSON 1: KEY CONCEPTS IN MARKETING	5
Organisational Orientations	5
What Is Marketing	6
Needs Wants & Demands	7
Consumer Goods	8
The Product Lifecycle	9
The Extended Marketing Mix	10
LESSON 2: DEFINING & DEVELOPING PRODUCTS	12
3 Levels of Products	12
Product Features & Benefits	13
Product Portfolios	13
The BCG Matrix	14
New Product Development	16
Product Packaging & Labelling	18
LESSON 3: MARKETING SCANNING & ANALYSIS	20
Porters 5 Forces	20
The 5C Model (Micro Level Factors)	22
Gathering Industry Data	27
The 5C Model (Macro Level Factors)	28
SWOT Analysis	32
Ansoff's Growth Matrix	33
LESSON 4: PLACEMENT & LOGISTICS	38
Channel Structures	38
Drop Shipping	39
Supply Chain Planning	40
Sourcing Your Product	41
Channel Conflict (Black & Grey Markets)	42
Customer Returns	43
Warehousing	43
Vertical Marketing Networks & Franchising	44-45
Distribution Channels	46
LESSON 5: PRICING STRATEGIES	48
Company Objectives	48
Cost Based Pricing	48
Break-Even Analysis	49
Value Based Pricing	50
Tactical Pricing	53
LESSON 6: SALES MANAGEMENT	55
Internal Sales Teams	55
External Sales Teams & Finding Personnel	56
The Sales Process	57
Customer Relationship Management (CRM)	58
Sales Promotions	59



STUDENT WORKBOOK

SAMPLE LESSONS

STUDENT NAME: _____ DATE _____

It is a good idea to have an idea of the business and industry in which you are interested in working. This will provide a context in which to apply the lesson materials as you progress. Doing so will help you add relevance to your studies, and help you become more expert in your field of interest. This expertise will be invaluable at job interviews, seeking promotions, starting your own business, and/or seeking investment for your business venture.

In the space below write down now your chosen business of interest (target business) and the industry in which they operate (you may change your target company & industry as your learning progresses).

For example:

PRODUCT / COMPANY - iPhone / Apple

INDUSTRY - Technology (Computer hardware, software, electronics, Artificial Intelligence)

MY PRODUCT / COMPANY OF INTEREST: _____

MY INDUSTRY OF INTEREST: _____

FORMATTING

Not every computer / tablet will fill in the fields the same way.

TO FORMAT THE TEXT FIELDS

- 1) Select the text field you want to format
- 2) Press CTRL + E to bring up a formatting menu
- 3) Click MORE button to change the line spacing (and more)





INSTRUCTIONS



COMPLETE WORKBOOKS AS YOU GO THROUGH THE ONLINE CONTENT

These lessons and workbooks have been designed to guide you progressively through the acquisition of many inter-related concepts. It is strongly suggested you do not progress until each subsequent lesson has been learned.



PRINTING YOUR WORKBOOKS

Your workbook can be printed as single or double sided. We recommend you complete the workbook with pencil - this will allow you to erase, amend and update as you learn more and have new ideas. Remember, marketing is highly iterative (we keep making new iterations).



COMPLETE A SECTION OF YOUR MARKETING PLAN

Once you have completed the workbook exercises go to the Marketing Plan **Template** and complete that section of your plan. Refer to the Marketing Plan **Guide** for examples and suggestions on how to complete the plan.

(Not applicable for sample lessons)



ADDITIONAL READING TO AN EXTERNAL SOURCE

You view these additional readings you will need access to the internet and, in some cases, Adobe Acrobat Reader installed on the device you are using.



A VIDEO RESOURCE TO VIEW

In some exercises there are external links to YouTube videos from industry experts. To view these videos you will need access to the internet.



LESSON 1

KEY CONCEPTS IN MARKETING

EXERCISE 1A: ORGANISATIONAL ORIENTATIONS

ACTIVITY: Briefly describe the 4 organisational concepts that are adopted by different types of firms. Also, try to think of examples from your own experiences of organisations that use different orientations.

THE SELLING CONCEPT

(Hard Selling)

EXAMPLES

e.g. Used Car Dealership

THE PRODUCT CONCEPT

(Superior Product)

EXAMPLES

e.g. Louis Vuitton

THE PRODUCTION CONCEPT

(Efficient Production & Supply Chain)

EXAMPLES

e.g. Microchip Processors

THE MARKETING CONCEPT

(Focus on Customer Needs & Wants)

EXAMPLES

e.g. Beaumont College



EXERCISE 1B: WHAT IS MARKETING?

INSTRUCTIONS: Marketing is a lot more than selling or advertising. It is a range of interconnected activities that combine to help ensure the growth and survival of a business. In the space below list and describe the 4 remaining marketing functions outlined in the online lesson. The first is done for you.

1: MARKET RESEARCH & ANALYSIS

We perform market research to gauge consumer interest, refine product ideas, determine pricing and so forth. We also research competitors and consider political and legal factors that may affect our business.

<p>2:</p> <hr/>	<p>3:</p> <hr/>
<p>4:</p> <hr/>	<p>5:</p> <hr/>

EXERCISE 1C: ORGANISATIONAL BENEFITS

INSTRUCTIONS: Based on the online lesson, and what you wrote in exercise 1b, describe 3 ways in which your business of interest can most benefit from marketing.

<p>1:</p> <hr/>	<p>2:</p> <hr/>	<p>3:</p> <hr/>
--	--	--



EXERCISE 1D: NEEDS WANTS & DEMANDS (NWD)

Understanding consumer needs, wants and demands is at the very foundation of all marketing. It is from understanding these differences that much marketing activity and strategy is developed.

REMEMBER: Different consumers will have different needs, wants and demands (NWD).

EXAMPLES: For example, the NWDs of a teenager when buying a cell phone might include, a fashionable brand, plenty of storage space for photos, fast processor.

The NWD of a business person when buying a cell phone may include reliability, extended warranties, and compact design.

Try to list as many NWDs as you can think of for your chosen industry for different types of consumers.

ACTIVITY: Think of your target company (that you selected on the inside cover of this workbook) and identify differences in what needs, wants and demands may exist in this company.

COMPANY: _____

NEEDS

WANTS

DEMANDS



EXERCISE 1E: CONSUMER GOODS

INSTRUCTIONS: list 5 examples of each type of consumer good that are commonly found in your country. Refer to the online lesson for definitions of each category.

CONVENIENCE GOODS

EXAMPLES (e.g. Sugar)

- 1: _____
- 2: _____
- 3: _____
- 4: _____
- 5: _____

SHOPPING GOODS

EXAMPLES (e.g. Washing Machine)

- 1: _____
- 2: _____
- 3: _____
- 4: _____
- 5: _____

SPECIALITY GOODS

EXAMPLES (e.g. Apple iPhone)

- 1: _____
- 2: _____
- 3: _____
- 4: _____
- 5: _____

UNSOUGHT GOODS

EXAMPLES (e.g. Life Insurance)

- 1: _____
- 2: _____
- 3: _____
- 4: _____
- 5: _____

EXERCISE 1F: PRODUCT LIFECYCLE (PLC)

INSTRUCTIONS: Redraw the product lifecycle with all correct labels in the space below. Note, we will be referring to these labels and concepts in all other subjects so it's a good idea to become familiar with them now.

NOTE: Every product will be at different stages of the lifecycle. For example when Apple brings out their latest iPhone they will start to phase out their earlier iPhone models, and will have already started development on even newer (unreleased) iPhone models.

Introduction

When a product is new the organizations objective will be to inform the target audience of its upcoming arrival. Heavy promotions and advertising may be used to drive up awareness and interest.

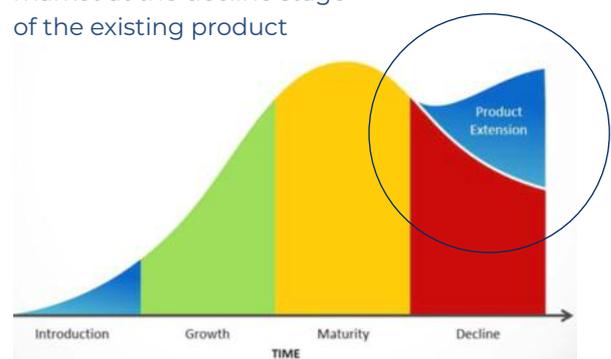
Growth

As the product becomes accepted by the market the organization will start to focus on increasing brand and product preference, to encourage loyalty and, if appropriate, repeat purchases.

Maturity

At this stage with increased competition and greater market saturation, the organization may start to reduce their advertising and promotional costs as they start to prepare the launch of their next products. Sales promotions and price discounting can be useful at this stage.

New products are typically introduced to the market at the decline stage of the existing product



Decline

At the decline stage less money and time are spent marketing the product. It is now time to either make improvements to the product (see next lesson), or to phase the product out.

THE MARKETING MIX

The traditional marketing mix (Product, Price, Place, Promotion) was first developed in the 1950s. In the 1980s the third Ps were added (People, Processes, and Physical Evidence) to include service based industries. Combined all 7Ps are referred to as the Extended Marketing Mix.

	DIMENSION	DESCRIPTION
PRODUCTS	PRODUCT	The product is what the company provides to satisfy consumer's needs wants and demands. These products may be tangible (goods) or intangible services and ideas (MKTG1010) .
	PRICE	The Price refers to the amount a customer pays for a product. The concept of whether the price represents good or bad value depends on the consumer's expectations and the costs associated with buying and using the product (MKTG1010) .
	PLACE	Place refers to the supply channels we use and includes where the customer can access the product. This may be online from a website, or in a physical location like a shop (MKTG1010) .
	PROMOTION	Promotions refer to all the marketing communication tools used to inform potential customers of the firm's product and persuade them to investigate further, or make a purchase. Examples of promotions includes activities such as advertisements, public relations (PR), and sales promotions (MKTG1040) .
SERVICES	PEOPLE	People refers to the personnel who engage with consumers on behalf of the firm. For physical goods this may refer to sales people, people in accounts and so forth. In services the people may be the representatives who deliver the service (MKTG1020) .
	PROCESSES	Processes are all the activities used in supply and delivery of the product. For example, a restaurant may use multiple processes for taking bookings, where & how customers park their cars, how to greet and seat customers, food preparation & delivery, and payment processing (MKTG1020) .
	PHYSICAL EVIDENCE	These are the non-human elements of the product and brand. This can include equipment, furniture & facilities, lighting, aromas, landscaping and décor, branding. Physical evidence can also include augmented products such as mementos and souvenirs (MKTG1020) .

LESSON 2

DEFINING & DEVELOPING PRODUCTS

EXERCISE 2A

3 LEVELS OF A PRODUCT

Understanding the different levels of a product helps develop ways to add greater value to our consumers.

For example, if a cafe near a university campus may offer the same coffee sizes, menu items, and atmosphere as all other cafes - they are **undifferentiated**. But if a cafe decided to focus on the **augmented product** (e.g. later hours during exam times, quiet zones for study) instead of focusing on the actual product (coffee and muffins) they are able to differentiate their cafe from their competitors.

Thinking in this way will become especially useful when we look at competitor analysis in future lessons.

EXAMPLE

APPLE CELL PHONE



CORE PRODUCT

Instant and mobile communications via voice, text and online.

ACTUAL PRODUCT

The physical phone with camera, durable case, storage capacity, reliable WiFi connectivity, the operating system and clear screen.

AUGMENTED PRODUCT

Apple 12 month guarantee, Apple service centers, online support, access to the Apple App iStore, iPhone App store, iTunes and assorted other peripheral products & services that enhance the iPhone experience.

1: CAFES

CORE PRODUCT

ACTUAL PRODUCT

AUGMENTED PRODUCT

2: YOUR PRODUCT CHOICE

CORE PRODUCT

ACTUAL PRODUCT

AUGMENTED PRODUCT





FEATURES BENEFITS

- SECURE FITTING LID Won't spill, making it good for travel.
- SEALABLE DRINK HOLE Keeps drink warm when not drinking. Easy to drink from.
- CORK STRAP Cork protects fingers from being burned by hot drink.
- THICKER GLASS Insulates the beverage, and makes the cup more durable.

Thinking in terms of BENEFITS can stimulate innovation. Thicker glass (the feature) is just thicker glass and no ideas flow from that. But thinking in terms of the **benefit** (durability and insulation) could lead to product innovation ideas such as using a more durable material (aluminium), or extending the cork sleeve for protection as well as insulation) and so forth.

EXERCISE 2B: PRODUCT FEATURES & BENEFITS

INSTRUCTIONS: Select a product from your own business or company of interest and in the space below list all the product features, and then try and list what the benefit is. Can you think of any product innovation that would enhance the benefit (like the coffee cup example above).

FEATURES

- 1: _____
- 2: _____
- 3: _____
- 4: _____
- 5: _____
- 6: _____
- 7: _____

BENEFITS

- 1: _____
- 2: _____
- 3: _____
- 4: _____
- 5: _____
- 6: _____
- 7: _____

EXERCISE 2C PRODUCT PORTFOLIOS

INSTRUCTIONS: With your company of interest fill in the tables below with products from their range. Do they demonstrate strong consistency?

PORTFOLIO (PRODUCT CATEGORY)
e.g. Home Entertainment / Cold Beverages

PRODUCT LINE WIDTH

- _____
- _____
- _____

PRODUCT LINE DEPTH

- _____
- _____
- _____

PRODUCT LINE WIDTH

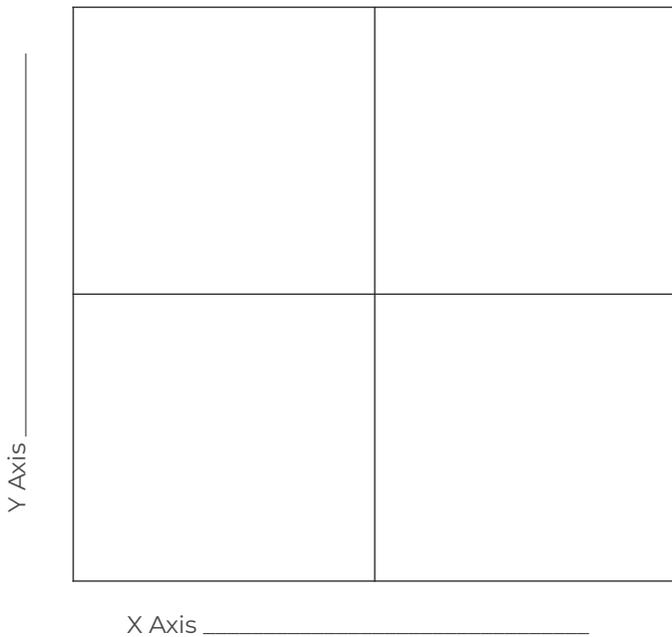
- _____
- _____
- _____

EXERCISE 2D: BCG MATRIX

The BCG Matrix is a simple and easy to use matrix to help organizations develop a strong portfolio of products and SBUs. Remember, it can be used within a single business to determine the strengths and weaknesses of single product lines, as well as across more complex organizational structures (like Coco Cola Worldwide) to determine the strength of entire SBUs.

INSTRUCTIONS: In the space below

- 1) Redraw the BCG Matrix & insert the correct labels for the X and Y axis
- 2) Name the 4 quadrants of the BCG Matrix & briefly describe each quadrant in the right hand table.
- 3) Draw the arrows indicating the flow of income, investment & divestment shown in the online lesson.
- 4) List the Cash Cows, Stars, Question Marks, & Dogs in your company / company you want to work for.



CASH COW

STAR

QUESTION MARK

DOG

In my business / target company the Cash Cows, Dogs, Question Marks, and Stars are:

LIST THE 5 STAGES OF THE PRODUCT DEVELOPMENT PROCESS?

1: _____

2: _____

3: _____

4: _____

5: _____

PRODUCT DESCRIPTION EXAMPLE

Many firms will assist with copy writing, such as product descriptions as well as many other marketing activities (these can be added to your list of collaborators).

Below is an example from SEMRUSH (www.semrush.com)

Ninja Foodi Indoor Grill with Crisper Basket



Get supper on the table faster and bring big, bold grilled flavour to indoor meals with this Ninja Foodi indoor grill. The Foodi does it all—it air fries, roasts, bakes, dehydrates and grills, all in one compact machine that fits nicely on your countertop without taking up too much square footage. Whether you're in the mood for steak, chicken or roasted veggies, the Ninja Foodi indoor grill makes mealtimes simple, fast and fun.

Grilled Food Anytime

Every season is grilling season when you bring home the Ninja Foodi grill. This virtually smoke-free indoor grill is optimized for low-fat grilling. Fire it up year-round for delicious food done to perfection and seared on all sides, thanks to a 500 degrees F heating element on top and fan that circulates air to all sides of your food.

Air Fry Crisp

Enjoy your favourite fried foods without the oil with the Ninja Foodi grill. Pop in those French fries from frozen state and watch them crisp up in minutes inside the Foodi. The PTFE-PFOA-free interior grate and included crisper basket are ceramic coated and nonstick, so food releases easily and quickly, minus the grease and oil.

Roast and Bake

Forego heating up your traditional oven. The Foodi Grill's 6-quart cooking pot can accommodate a whole chicken or roast. Add the included steel roasting rack to keep the food inside slightly elevated while basking in its own juices. Count on the integrated smart temperature probe to let you know when your food reaches its ideal internal cooking temperature.

Dehydrate

Make your own healthier versions of your favourite snack foods, from beef jerky to banana chips, all in the Ninja Foodi grill. A drying rack keeps foods separated for optimal drying.

Easy to Clean

The Ninja Foodi grill gets you out of the kitchen fast once the meal is over. The Foodi disassembles easily and its components are all dishwasher safe.

Source: <https://www.semrush.com>



Play around with some product design ideas in the space below. As you do so try and write down product attributes or benefits that you feel may add to the consumer experience.





EXERCISE 2F PRODUCT PACKAGING & LABELLING

INSTRUCTIONS: In the space below list the 4 main functions of packaging, and labeling.

4 MAIN FUNCTIONS OF PACKAGING

- 1: _____
- 2: _____
- 3: _____
- 4: _____

4 MAIN FUNCTIONS OF LABELING

- 1: _____
- 2: _____
- 3: _____
- 4: _____



IMPROVEMENTS

The image above illustrates clever packaging that allows users to easily and cleanly dip their french fries into their sauce. **Can you think of any improvements to products you found at home?**

LOOK AT SOME PRODUCTS IN YOUR HOME AND ANALYSE THE PACKAGING & LABELING.

Do they meet all the criteria above?
Could they be improved?





STUDENT WORKBOOK

SAMPLE LESSONS



Copyright © Beaumont Business Publishing, Australia

All rights reserved. This book or parts thereof, may not be reproduced in any form or by any means, electronic, mechanical, including photocopying, recording or any other information storage and retrieval system now known or to be invented, without the written permission of the publisher.