



Online Resources by Chapter Marketing Course Professor in a Box

Chapter 1: Introduction to Marketing

- www.ama.org American Marketing Association
- www.disney.com Disney Corporation, relationship marketing and customer value
- www.apple.com Apple Corporation, relationship marketing and customer value

Chapter 2: Strategic Planning

- http://disneyarks.disney.go.com/disneyarks/en_US/index?name=HomePage Look at the “Visit a Destination” menu. Disney started with Disneyland, then added Disney World, and later a number of other parks. What kind of market strategy did Disney use with the addition of each vacation experience? Market penetration, market development, product development or diversification?

Chapter 3: Marketing Environment

- www.nahb.org National Home Builders Association website, investigate the reports available to the members (people who make products for building homes, and people who actually build homes). Go to the homepage, then click on the pull-down menu “Housing Data” to see some of the reports that will tell the members about external environmental changes that would affect the home building industry. Those that are labeled “FREE SAMPLE” allow you to see some of the information covered in the reports. You can also click on “Housing Policy” and then “Legal Affairs” and then “Litigation Program” to see how changes in laws and policies affect home building.
- www.jonessoda.com Click on “Photos and Labels”, and then “Personalized Labels” to find how you can personalize your own soda shipment using technology.

Chapter 4: Market Research

- www.macorr.com MaCorr, full service market research organization.
- www.channelm2.com M2 Research, specialists in multi-media market research.
- www.zoomerang.com Zoomerang, online research panels available.
- www.casro.org Council of American Survey Research Organizations, trade organization for market researchers.



Principles of Marketing by Dr. Julie Pirsch, Ph.D.

- www.mybestsegments.com Claritas Research, allows research by zip code to see market segments and their characteristics. Try your own zip code in the zip code lookup to see who lives near you.
- www.census.gov US Census, deep data profile of who lives in the US.

Chapter 5: Consumer Behavior

- www.sweetsurprise.com This website is sponsored by the Corn Refiners Association, and is an attempt to shift consumer perceptions about high fructose corn syrup (currently perceived as a negative dietary component).
- http://www.harley-davidson.com/wcm/Content/Pages/HOG/HOG.jsp?locale=en_US&bmLocale=en_US The Harley Owners Group website, detailing the many social events that this subculture enjoys on a worldwide basis.
- <http://phish.net/faq/> Fan site for fans of the band Phish. This was user generated, and the FAQs answered by the fans themselves (interesting subculture).
- <http://www.pbs.org/wgbh/pages/frontline/shows/cool/> “Merchants of Cool” PBS’s Frontline series focused on consumer behavior, market research and segmentation. NOTE TO PARENTS: Some content may be inappropriate for young children, so please prescreen video chapters before children under 18 view them.

Chapter 6: Segmentation, Targeting and Positioning

- www.claritas.com/mybestsegments/default.jsp This website provides a look into the market research data available through Claritas, a large market research firm. Click on “Zip Code Lookup” at the top, put in your own zip code (or another you are curious about) and see which consumer segments are present in your own home market.
- www.strategicbusinessinsights.com/vals/presurvey.shtml VALS provides a segmentation platform for US consumers. Take the VALS survey to see what group you fit into, and check out the VALS types to see what characteristics their research shows makes up US consumer segments.
- www.southwest.com Southwest Airlines, price and benefit segmentation example.
- <http://nikeid.nike.com/nikeid/index.jsp#home> See how Nike uses one-to-one marketing to allow individually targeted customers to customize their shoes and other apparel.
- www.unilever.com Unilever, view personal care brands to see positioning differences between Axe and Dove.



Principles of Marketing by Dr. Julie Pirsch, Ph.D.

- www.coopertires.com Cooper Tires, view the commercials and the overall website layout for a unique tire positioning strategy that uses lifestyle to differentiate these tire buyers for this brand.

Chapter 7: Products and Branding

- www.legalzoom.com Legal Zoom, provides standardized online law services
- www.webmd.com WebMD, provides reference material service for medical issues, drug information
- www.innatlittliewashington.com The Inn at Little Washington, example of a specialty product
- www.mcdonalds.com McDonalds, click the link for food and nutrition, and notice the positioning strategy McDonalds is using. Look at the menu too to see how foods are grouped.
- www.pandg.com Proctor and Gamble, click on product categories or use the pull down brand menu to see how P and G uses an individual branding strategy.
- www.sony.com Sony, see how Sony uses a family branding strategy.
- www.kelloggs.com Kellogg's, see how Kellogg's uses an individual and a family branding strategy.

Chapter 8: New Products and the PLC

- www.ideo.com IDEO, new product development consulting company.
- www.M3designs.com M3Designs, new product development consulting company, click on "Case Studies" to see some examples.
- www.pentagram.com Pentagram, Click on "Portfolio" to see some corporate identities, packaging, products, signage, etc. to establish a company's brand.
- www.apple.com Apple, click on the various products offered and identify which ones fall into the different new product categories.

Chapter 9: Marketing Channels

- <http://www.pbs.org/wgbh/pages/frontline/shows/walmart/> "Is Wal-Mart Good for America?" PBS's Frontline series on the Wal-Mart growth phenomenon. Examines the brand positioning, product line expansion and marketing channel innovations introduced by the largest retailer in the world.

Chapter 10: Retailing



Principles of Marketing by Dr. Julie Pirsch, Ph.D.

- www.mallofamerica.com Mall of America, click on “Entertainment” to see how the Mall of America, the US’s largest indoor retail space, adds value to the shopping experience by providing a wide array of entertainment options for many different target audiences. Click on “Events” to see what else this retail space delivers for the consumer, and how it positions itself as a destination visit rather than just a mall.
- www.apple.com/retail/fifthavenue Apple Store on Fifth Avenue in New York. Click on “More Photos” on the store photograph, then take a “360 Tour” to see how this brand presents its retail space to the consumer. Notice how the “Genius Bar” provides a unique personnel experience for those needing help.
- www.hardrock.com Hard Rock Café, select a location, and click on “Take 360 Tour” to see how the presentation of this restaurant and retail outlet positions itself for its target audience.
- <http://www.longaberger.com/ourCompany.aspx> Longaberger Baskets, click on “Become a Home Consultant” to see how someone can become a “non-traditional” type of retailer through home sales parties.
- www.Macys.com and www.williams-sonoma.com Compare the product offering at Macy’s, a department store, to the product offering at Williams-Sonoma, a specialty store.
- www.walmart.com and www.homedepot.com Compare the product offering at Wal-Mart, a full line discount retailer, with Home Depot, a specialty discount store. For a local hardware store, is Home Depot or Lowes a category killer?

Chapter 11: Pricing

- www.amazon.com Go to Amazon.com and enter a product you would like to receive for your next birthday. See how the prices are presented: are they offered at full price, or is the full price used as a reference price, with a lower “actual” price offered (books in particular work well in this example)?
- www.nexttag.com Go to Nexttag.com and comparison shop. Which retailers are going for a profit maximizing strategy? Which retailers are going for a sales maximizing strategy? What product categories can afford to maximize profits more easily?
- Promotionalcodes.com See how consumers post corporate promotional and coupon codes to circumvent corporate pricing strategies.

Chapter 12: Integrated Marketing Communications

- <http://www.pbs.org/wgbh/pages/frontline/shows/persuaders/view/> “The Persuaders” PBS’s Frontline series focusing on marketing. View Chapter 5 to see how companies



Principles of Marketing by Dr. Julie Pirsch, Ph.D.

integrate their marketing communications to reinforce their brand message. This program is a terrific insight into marketing, and is worth the time to view.

- <http://www.pbs.org/wgbh/pages/frontline/video/flv/generic.html?s=frol02n3f0e9e99> “College, Inc.” PBS’s Frontline examines how for-profit colleges use marketing to attract students. Look at how this channel of distribution for education uses positioning, personal selling, advertising and public relations to generate students. (Watch the full program at <http://www.pbs.org/wgbh/pages/frontline/collegeinc/>).

Chapter 13: Advertising

- http://news.dow.com/dow_news/ads/index.htm Dow Chemical uses institutional advertising in order to position their brand in the minds of their consumers and with the greater public in their “Human Element” campaign.
- www.adage.com Advertising Age Publication. Look at this trade and industry publication that is on every advertising executive’s desk and see what the reporters are covering in the advertising news. On the left side of the page, click on “Best Ads” to see the current best of the best. The ads list the media used, the agency that produced the ad, and the name of the client. Explore the “Latest News” and the recent “Agency News” to get an idea of what is happening right now in the ad business.

Chapter 14: Public Relations and Sales Promotions

- www.prfirms.org Council of Public Relations Firms, a trade and industry organization for public relations companies. Click on “Resources” and “Case Studies” to see some examples of recent public relations campaigns for brands around the world.
- <http://www.bartleboglehegarty.com/> Bartle Bogle Hegarty, a public relations firm. Click on “Our Work” once you enter the North America site, to see some case studies of the company’s PR and promotions.
- www.fleishmanhillard.com Fleishman Hillard, a public relations firm. Click on “What we Do”, and choose “Crisis Communications” to see how this function works for this business. Explore some of the other links to see how this full service agency provides value to its corporate customers.
- www.nahb.org National Association of Home Builders. This trade and industry group sponsors one of the largest trade shows in the country each year. Click on “Home Builders Show” at the top of the page, then explore the menus at the left of the page. Then, click on “Showcase Home” and “The New American Home” for this year to see the actual house that event participants assist in building by donating their products. Trade



show visitors can then visit the home during the show and see how various company's products are used in real homes.

- www.couponcabin.com A comprehensive list of coupons for branded products, designed to stimulate short term sales.
- www.freesamples.com See how you can get free samples of products, which are designed for you to try and adopt into your own product portfolio.
- <http://www.pgeverydaysolutions.com/pgeds/pg-brandsaver-samples-coupons.jsp> Proctor and Gamble offers free samples of many products to produce trial and adoption.

Chapter 15: Personal Selling and Sales Management

- <http://www.pbs.org/wgbh/pages/frontline/video/flv/generic.html?s=frol02n3f0e9e99> "College, Inc." PBS's Frontline examines how for-profit colleges use marketing to attract students. Look at how this channel of distribution for education uses positioning, personal selling, advertising and public relations to generate students. (Watch the full program at <http://www.pbs.org/wgbh/pages/frontline/collegeinc/>).
- <http://www.jpssm.org/> The Journal of Personal Selling and Sales Management, a publication of research focused on this area. Click on the table of contents, and select the most recent issue to see what academic researchers are currently examining in the world of sales.
- www.salesforce.com Salesforce, a customer relationship management (CRM) software designed for salespeople to track leads and manage sales contacts within a territory or across a number of territories. View the demo to see how it works. A similar product is www.landslide.com, also available with a free demo.
- www.salesmanagement.org The Sales Management Association, a trade and industry group focused on providing information and resources to sales managers and salespeople. Click on "Resource Library" to see what is available, and on "Events" to see what the group is sponsoring for education, training and conferences.

Chapter 16: Direct and Interactive Marketing

- www.the-dma.org The Direct Marketing Association, a trade and industry group focused on providing resources and promoting best practices in direct marketing.
- www.womma.org The Word of Mouth Marketing Association, a trade and industry group focused on providing resources and offering education, training and guidelines for word of mouth marketing. Click on "Resources" and then "WOM 101" and download the .pdf that outlines basic terminology and best practices for this marketing communications tool.



- http://en.wikipedia.org/wiki/The_Hire BMW Films produced the “Hire” series of short films that featured prominent movie directors, celebrities and BMW cars. According to Wikipedia (reference the site address above), “The end results were staggering: the series had been viewed over 100 million times in four years and had changed the way products were advertised.” While the BMW link is no longer active, you can find these films at www.youtube.com. View one to see why the film went viral across the world.
- <http://www.eepybird.com/> View how two guys combined Coca-Cola and Mentos candies to create an internet sensation. Click on “The Extreme Diet Coke and Mentos Experiments” to see what happened. Coke later used this experiment as part of its advertising campaign. See how the phenomenon went viral at http://en.wikipedia.org/wiki/Diet_Coke_and_Mentos_eruption.

Chapter 17: Business-to-Business Marketing

- www.fedex.com/us/ Federal Express. Click on “Business Solutions” to see how FedEx markets to and provides services for other businesses.

Chapter 18: International Marketing

- <http://ftn.fedex.com/us/services/> Federal Express. See how FedEx provides services to enhance international shipping for business and consumer clients.
- www.pandg.com Proctor and Gamble, click on “Brands” and then on each category to see both the North American brands and the International brands. Notice how the brand names change, as well as the product positioning, packaging, etc. when a product moves into a foreign market.

Chapter 19: Course Review and Social Responsibility

- <http://www.marketingpower.com/AboutAMA/Pages/Statement%20of%20Ethics.aspx> American Marketing Association’s ethical guidelines for marketers.
- <http://www.kelloggcompany.com/corporateresponsibility.aspx> Kellogg’s corporate social responsibility policies and procedures.
- <http://ethisphere.com/wme2009/> Most ethical companies in the world, 2009. Look for this list to be updated each year.
- <http://www.forbes.com/2010/03/22/ethisphere-ethical-companies-leadership-citizenship-100.html> Forbes magazine’s most ethical companies in the world list.