



Name \_\_\_\_\_

Period \_\_\_\_\_

Date Started \_\_\_\_\_

Date Completed \_\_\_\_\_

## Marketing LAP 1: The World of Marketing Chapters 1-2

**DoDEA Benchmarks**                      3.10    3.11

**Business/Computer Standard(s)**

- ◆ Identify the marketing functions
- ◆ Demonstrate good interpersonal skills at all levels

**Unit Objectives**

- ◆ Describe the scope of marketing
- ◆ Explain the economic value and benefits of marketing
- ◆ State the marketing concept
- ◆ Define and identify what constitutes a market
- ◆ Identify key methods used to reach potential customers

**Text**                      Marketing Essentials

**Resources**            Spreadsheet Start  
                              Unit 1: Chapters 1 and 2  
                              Student Activity Workbook  
                              Student Templates

**Time Frame**    **10 class hours (suggested)**

Worksheets (Questions) are attached. If the work is not going to be done on the computer, spacing for answers needs to be added

Computer exercises are in WKS files s; these are readable by EXCEL. Students should open the drop-down box and mark \*.\* (all files).

### NOTE

**There are two possible sequences for the Marketing LAPS; both sequences begin with LAP 1.**

**At the completion of LAP 1, ask your instructor whether you are following  
the original sequence (LAP 1, LAP 2, Lap 3....)  
or  
the revised sequence (LAP 1, LAP 6, LAP 8, LAP 9)**

**SPREADSHEET START**

**Introduction**

**Some Workbook assignments will require you to use spreadsheets. This assignment will cover the basic spreadsheet commands.**

\_\_\_\_\_ DO **EXCEL** attached  
**Assignment**

**CHAPTER 1: MARKETING IS ALL AROUND US**

**Introduction**

Marketing has a big effect on your everyday life--it is also a major career field--and has many entry-level jobs. If you have a part-time job while you are in high school or college, it will almost certainly be a marketing job--such as working with BurgerKing or at a PX.

\_\_\_\_\_ READ pp. 2-10  
\_\_\_\_\_ DO QUESTIONS and PROJECT attached  
\_\_\_\_\_ Chapter 1  
\_\_\_\_\_ DO WORKBOOK pp. 5-6 See your instructor for the WKS files  
\_\_\_\_\_ DO INTERNET activity attached

**Turn in work as instructed**

**CHAPTER 2: BASIC MARKETING CONCEPTS**

**Introduction**

Think about new products that become enormously popular very quickly. Why did that happen? In this chapter you will learn about satisfying needs and wants.

\_\_\_\_\_ READ pp. 14-20  
\_\_\_\_\_ DO QUESTIONS and PROJECT attached  
\_\_\_\_\_ Chapter 2  
\_\_\_\_\_ DO WORKBOOK pp. 7, 8, 9

**Turn in work as instructed**

**Ask your instructor for the Unit Test**

**Marketing  
Spreadsheet Start**

**WHAT ARE SPREADSHEETS?**

A spreadsheet is a computer program for numerical problems.

The VOCABULARY of Spreadsheets:

**CELLS** Locations on the spreadsheet grid which are used to hold information; they are called by their **ADDRESSES** which are the **ROW NUMBER** and **COLUMN LETTER**

Three **KINDS OF INFORMATION** are used in spreadsheets:

**VALUES** Numbers that you can/will do arithmetic with

**LABELS** Words (or numbers that you will NEVER do arithmetic with--such as street addresses or telephone numbers)

**FORMULAS** How we tell the spreadsheet what arithmetic to do with the Values in the Cells

**ASSIGNMENT 1**

You are the bookkeeper for ARTIE'S AUTO REPAIR SHOP. You will create a spreadsheet to keep the billing records.

In cell C1 type ARTIE'S AUTO REPAIR SHOP <ENTER>

In cell B2 type Jobs for the Week Ending September 12 <ENTER>

**NOTICE:** Words typed in one cell will stretch out into other cells  
<ENTER> displays the information in the cell

Enter the following information in the correct columns and rows on the spreadsheet; **DO NOT TYPE THE COLUMN LETTERS AND ROW NUMBERS.**

	A	B	C	D	E	F
4	CUSTOMER	LABOR	PARTS	SUBTOTAL	SALES TAX	TOTAL
5						
6	George	42.68	60.57			
7	Helen	89.47	93.28			
8	Alex	34.79	74.96			
9	John	125.79	108.46			
10	Larry	55.33	31.42			
11	Melissa	25.88	6.87			
12	Joe	100.42	78.83			
13	Tom	64.26	85.49			
14	Ed	15.62	6.13			
15	Scotty	96.76	112.49			
16	Theresa	23.03	45.22			
17						
18	TOTALS					

When you are finished SAVEAS H ARTIE

**ASSIGNMENT 2**      READ this page and take NOTES below

In Excel, the spreadsheet document that is created is called a worksheet. It is organized in columns and rows. Across the top of the worksheet are the letters of the alphabet; these letters represent the columns that run down the screen. On the left side is a set of numbers representing the rows, which run across the screen.

A cell is the small box where a row and a column intersect. Each cell is known by its cell address—the column and the row numbers—for example, D3. Each cell is about 8 spaces wide, but it can be made wider.

Labels are usually words, but they can also be numbers IF those numbers will never be used for arithmetic; telephone numbers are labels. Labels are usually lined up on the left side, just as you would line up a list of name. Sometimes to make columns look nicer, we line the letters up in the middle or on the right side.

Values are numbers that can be used for arithmetic—they can be positive or negative and they can be written with or without decimal points. Numbers must always be lined up on the right side, just as you would line up an addition problem.

Names of spreadsheets should always help you to know what is inside of the spreadsheet; for example:

January Expenses → JANEXP

February Sales → FEBSALE

WHAT IS A SPREADSHEET	
IN WHICH DIRECTIONS DO COLUMNS GO? HOW ARE THE COLUMNS NAMED?	
IN WHICH DIRECTION DO ROWS GO? HOW ARE THE ROWS NAMED?	
WHAT IS A CELL? WHAT IS IT'S "ADDRESS"	
WHAT IS A LABEL? (Most of the time)	
WHAT IS A VALUE?	
WHEN IS A NUMBER A LABEL?	
WHAT IS A GOOD NAME FOR A SPREADSHEET ABOUT BASEBALL?	

ASSIGNMENT 3

READ the following information:

FORMULAS are the magic wands of spreadsheets because they do arithmetic for you; just tell the spreadsheet where the numbers you want to add are—and the spreadsheet gives you the answer.

ALL FORMULAS BEGIN WITH =

OPEN the ARTIE spreadsheet

- 1) Make a formula to tell the spreadsheet you want to add George's labor (B6) and parts (C6); put your cursor in cell D6 and type:  
=B6+C6  
and the answer will appear in D6.
- 2) Write formulas to add the labor and parts for each customer.

THEN

Artie wants to know the total amount of money collected for each column. You could write a formula like the ones you just did—but it would be awfully long. Spreadsheets have "shortcuts" to help when we have to add a lot of numbers; these shortcuts are called FUNCTIONS.

The rule for Functions is:

=	(all formulas begin with =)
FUNCTION NAME	(what is it going to do)
( first cell address	(where to begin)
:	(go to)
last cell address )	(where to stop the function)

EXAMPLE =SUM(B6:B16)  
means add everything together in the cells from B6 up to B16

- 3) Put your cursor in B18  
Write =SUM (B6:B16)
- 4) Write similar FUNCTIONS to add the total of the PARTS and SUBTOTAL columns

SAVE

ASSIGNMENT 4

Artie wants the spreadsheet to be a little easier to read. Make the font a little larger.

"Select" ALL the cells (including the headings and the empty ones in the SALES TAX and TOTAL columns

CHANGE the font size

WHOOOPS! Now some of the columns are too crowded. WIDEN the columns.

- a) "Click" on the column letter at the top of the column; the whole column should be "selected"
- b) Go to the FORMAT MENU, choose COLUMNS, WIDTH  
The cells are now 8.43 spaces wide; change that to 10 or 12

Artie says that looks better but since this spreadsheet is about money, all the information should have 2

DoDEA Business and Computer Technology  
decimal places.

"SELECT" all the MONEY cells (including the empty ones in the SALES TAX and TOTAL columns

- a) Go to the FORMAT MENU, choose CELLS  
A set of "index cards" appears; you need the NUMBER card  
Choose NUMBER, choose 0.00

SAVE

#### ASSIGNMENT 5

The SUBTOTAL was the cost of the labor and parts but the customer must also pay a sales tax. Sales tax is added to the subtotal to get the total amount the customer must pay.

In Artie's city the SALES TAX is 8%--which is written .08; to find the money amount of the sales tax, you must put a formula in the SALES TAX column. This formula will be the subtotal x .08—but in a spreadsheet we don't write the subtotal but we use the cell address where the subtotal is—and the symbol for multiplication is \*

For George the formula in E6 is =D6\*.08

STOP!

As soon as you have figured out George's Sales Tax  
write a FORMULA to find his total bill (Subtotal + Sales Tax)

SAVE

Read Assignment 6 before you do anything else

#### ASSIGNMENT 6

The COPY command saves you a lot of work when you are doing the same kind of formula over and over.

The Sales Tax for Helen and everyone else is figured the same way as it was figured for George. Put your cursor in cell D6—where you have the Sales Tax formula for George—and highlight the information.

Point to the Edit Menu and choose COPY

Then CLICK in D7, point back to the Edit Menu and choose PASTE

VERY IMPORTANT  
QUESTION  
FOLLOWS

WHAT IS THE DIFFERENCE BETWEEN THE FORMULA IN D6 AND THE FORMULA IN D7? HOW DOES IT SHOW YOU HOW SMART THE SPREADSHEET IS?

Finish copying the Sales Tax formula for each customer—

THEN

Copy the formula used to find George's Total to find all the other people's totals.

THEN

The FUNCTIONS used to find the TOTALS (row 18) for Labor and Parts will also work for SUBTOTALS, SALES TAX AND TOTAL (column), so copy that into the TOTALS row for each column.

DON'T FORGET TO SAVE

PRINT your SPREADSHEET and NOTES

Turn them in with the rest of the LAP

NAME \_\_\_\_\_

**QUESTIONS**  
**LAP 1: The World of Marketing**  
**CHAPTER 1:**

Questions are to be answered in complete sentences, in your own words.

**Fact Review (p. 12)**

What is marketing?

What are goods? Give an example.

What are services? Give an example.

Which of the nine functions of marketing does each example illustrate.

- A      A billboard advertisement for a new cereal
- B      Deciding on a color for a new cereal box
- C      Ordering the new cereal for your stores
- D      Offering samples of the new cereal in your stores for customer's to taste
- E      Having store representatives ask people which kinds of cereal they like
- F      Delivering the new cereal from your warehouse to your stores
- G      Checking out what other stores are charging for the new cereal
- H      Letting customers charge their groceries to a credit card
- I      Keeping a supply of the new cereal in the warehouse

Think of a product that students would want to buy and they could use at least once a week. Answer the following questions.

PRODUCT \_\_\_\_\_

- A)      What raw materials went into making this product?
- B)      Where would you put this product so that customers could buy it?
- C)      What would be the best time of day (or week or month or year) to sell this product?
- D)      How would customers pay for this product?
- E)      How would you get information about this product to your potential customers

Using the letters from question 5, identify which "utility" each answer represents

	TIME UTILITY
	POSSESSION UTILITY
	FORM UTILITY
	PLACE UTILITY

How does marketing help lower prices?

How does marketing help create new and better products?

**APPLICATION PROJECT (p. 12 #1)**

You decide to create and market a new fruit juice that you want to be popular with teenagers. Plan a marketing campaign. In the spaces below, describe what you will do to cover as many of the nine marketing functions as you can.

PURCHASING (HINT: think about form utility)

SELLING

PRICING

PRODUCT PLANNING

INFORMATION MANAGEMENT

PROMOTION

FINANCING

DISTRIBUTION

RISK MANAGEMENT (HINT: How can you protect yourself, if your fruit crop is destroyed and no juice can be produced for 2 months)

**INTERNET ACTIVITY**

Using YAHOO, search for Education  
follow the path for Career Planning  
The Career Key

Take the Career Test.

In which areas are your 3 highest scores

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Most marketing careers are for *enterprising* personalities.  
Follow the path for *enterprising* and check 3 jobs that might interest you.  
Check DONE  
Follow the path to the Occupational Handbook for one of the jobs.

Write a short paragraph on one job, describing the job and why you think you might or might not like that job.

MARKETING  
CHAPTER 2

**Vocabulary (P. 26)**

What is the marketing concept?

What is the difference between a customer and a consumer?

In the text, what is the example of a possible conflict between the customer and the consumer?

What is value?

Who is the market for a particular product?

- a) Are you part of the market for jeans? Why or why not?
- b) Are you part of the market for automobiles? Why or why not?

What is mass-marketing?

What is market segmentation?

What is a customer profile?

What is target marketing?

What is the marketing mix?

What is positioning? Identify three major ways of deciding how to position a product.

**FACT and IDEA REVIEW (p. 26)**

Describe how YOU would fit into each of the following market segments:

GEOGRAPHIC	
DEMOGRAPHIC	
PSYCHOGRAPHIC	
PRODUCT BENEFITS	

**CRITICAL THINKING (p. 26)**

Which market segments would you target for the following products:

A NEW EXERCISE VIDEO	
A HAIR SPRAY	
A SPORTS CAR	

For a product like *Ben-Gay Ointment* , how would you target the two market segments below.

MARKET	WHY MIGHT THEY BUY THE PRODUCT	WHERE WOULD YOU ADVERTISE	WHAT PRODUCT BENEFITS WOULD YOU EMPHASIZE
Senior Citizens			
Young Adults			

Proctor and Gamble has historically marketed its soaps and other household products to women. Think of two ways that P&G can capture the emerging MALE MARKET for these products?

WHAT KIND OF SOAP\DETERGENT\CLEANING PRODUCTS WOULD MEN USE	WHERE WOULD YOU ADVERTISE	WHAT PRODUCT BENEFITS WOULD YOU EMPHASIZE

"Relationship marketing" is becoming popular. Companies are looking for ways to develop relationships with their customers to ensure customer satisfaction (which increases profit and keeps the customer buying from their company.) How could record companies keep in touch with teenagers through student activities?

From a newspaper or magazine, choose an ad and paste it on a separate sheet of paper. At the bottom or on the back, identify the target market for that ad, explain why that newspaper or magazine was chosen to reach the target market; in one sentence state the theme of the ad. (The theme tells you its "position").

Hertz Rental Cars has a slogan: "There's Hertz, and then there's Not Exactly".

What is Hertz really saying--what is its "position"? Why do they choose to say it this way, and not directly?

**APPLICATION ACTIVITY**

Using either PowerPoint or a poster, prepare a customer profile and a plan that uses the four P's of the marketing mix for a new business. The new business would deliver balloons and cards to people in the school for special occasions--birthdays, holidays, special events (such as congratulations for doing well in a sport or other activity, getting accepted to college, etc.) The customers would be parents or other students.

NAME \_\_\_\_\_

**Self Assessment – “I/I can...”**

- discuss marketing and economic utility
- identify the 9 functions of marketing
- identify the 5 economic utilities
- list the benefits of marketing
- state the marketing concept
- identify the 4 “P’s” of the marketing mix and how they are used