

# **Marketing Essentials**

## **Competitive Events Workbook**

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**Education**

*Bothell, WA • Chicago, IL • Columbus, OH • New York, NY*

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Student

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# **UNIT 1**      **The World of Marketing**

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## **INTRODUCTION**

This unit offers an overview of the field of marketing. Through the study of the two chapters in this unit you will become familiar with some of marketing's most basic concepts and terms. You also learn about the broad scope of the field of marketing.

### **Why It's Important**

The study of these first two chapters builds the foundation of your study of marketing. You are introduced to terms and concepts that you will use throughout the course. These terms and concepts will help you to understand the world of marketing and the activities that comprise the field of marketing.

## **COMPETITIVE EVENT PRACTICE PREVIEW**

The completion of the role plays for this unit will test your understanding of some basic marketing concepts. The first role play will have you demonstrate your understanding of a basic marketing concept by preparing an outline for an oral presentation. You will then use the outline to make an oral presentation. In the second role play you will make an explanation of another marketing term. In both role-play situations you will use your verbal communication skills combined with your best presentation skills.

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## ACADEMIC WARM-UP EXERCISE 1

### Explain Disposable Income and Discretionary Income

**Directions** Outline the information that you will include in your report for your marketing class assignment.

You are a student who has enrolled in a marketing class at your school. The school year has just begun. Many of the concepts and terms being presented in your marketing class are new to you, but you are anxious to do well and learn as much as you can. You have been assigned a brief report that will explain the terms *disposable income* and *discretionary income* and provide examples of the types of products that are purchased with each. Use the space provided below to make notes for your report.

Disposable Income: \_\_\_\_\_

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Products purchased with disposable income: \_\_\_\_\_

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Discretionary Income: \_\_\_\_\_

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Products purchased with discretionary income: \_\_\_\_\_

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## ACADEMIC WARM-UP EXERCISE 2

### Brief New Employees

**Directions** Outline the essential information about marketing that you would share with employees who are new to the field.

You are an employee for a toy store. You have been working at the store for over a year. Several new employees have been hired. For many of them, this is their first job. You have been asked to help make the new employees feel welcome and answer any of their questions that you can. One of the new employees asks you to explain the terms *goods* and *services*. As you mentally prepare your answer, you decide to also explain the terms *consumer market* and *industrial market*. What will you tell the new employee? Use the space below to write in some of your ideas.

Goods: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Services: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Consumer Market: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Industrial Market: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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## ROLE PLAY 1

### Branch Store

**Directions** Create an outline that explains the elements of a SWOT analysis. Include in your outline the benefits that a business can obtain by conducting a SWOT analysis and provide examples that relate to this situation. Present your explanation to the store's owner in an oral presentation. Your oral report will require your best presentation skills.

**Situation:** Assume the role of employee of a locally owned family clothing store. The store is located in the downtown shopping area of a small town. Your town has until recently been a rural community. Growth of jobs and an influx of workers have caused the town to become a distant suburb. The store has been so successful that the owner (judge) is considering opening a branch store at a regional mall. The mall is located in a suburb that is closer than the one where the existing store is located. The mall is currently undergoing a complete renovation and expanding its size in response to the growth in the area. Many national chain stores are going to have outlets in the expanded and renovated mall. The store's owner (judge) remains undecided about opening a branch at the mall. The store's owner (judge) has heard about the benefits of a SWOT analysis, but is unsure about just what it is or how to go about conducting one. The store's owner (judge) knows that you are a marketing student and asks for your thoughts about conducting a SWOT analysis for the store and proposed expansion.

**Activity:** You are to explain the elements of a SWOT analysis and the benefits that can be obtained from a properly conducted SWOT analysis and how those benefits can apply to this situation. You are to make your report to the store's owner (judge) in an oral presentation. You are to make an outline of the elements of your report before making your verbal report.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Conduct SWOT analysis for use in marketing planning process.
2. Identify market segments.
3. Prepare simple written reports.
4. Demonstrate systematic behavior.
5. Make oral presentations.

### Notes

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## ROLE PLAY 2

### Market Share

**Directions** Make notes that will help you explain market share and its significance to this business situation. You will make a verbal explanation to an employee. You will use appropriate business vocabulary and correct grammar.

**Situation:** Assume the role of manager of a store that sells ski and camping clothing and equipment. Your store is a large one that carries a wide range of products to fill every skier's or camper's needs and wishes. Your sales associates all have outstanding knowledge of the products you sell. They are able to offer customers valuable advice about purchases since they are skiers and campers themselves. For several years your store has been the only store in your trading area that specializes in your types of merchandise. Several months ago a national chain store that carries merchandise similar to yours opened a store three blocks from yours. Your store sales have felt the impact of the new competition. You have just received a sales report that indicates that your store is losing market share. You share the report with your assistant manager (judge). Your assistant manager (judge) is a recent hire and knowledgeable about your store and its customers, but does have a question about the significance of market share.

**Activity:** You are to explain to your assistant manager (judge) the meaning of market share and its importance to your marketing planning. You should make notes of the key points of your explanation.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Explain the concept of competition.
2. Set marketing goals and objectives.
3. Make oral presentations.
4. Prepare simple written reports.
5. Coach others.

### Notes

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## ROLE PLAY 3

### Home Decorating Center

**Directions** Create an outline of questions about the difference between retail and wholesale customers and prepare clear, thorough answers. Present your explanations over the course of a question-and-answer session during a staff meeting. The oral presentation will require your best presentation skills.

Assume the role of assistant manager of a home decorating center that has been open for a year and a half. Your store is located in a newly developed suburban area. Most of the homes are either brand-new or two to three years old. Your store has two segments. The retail segment sells directly to local homeowners. The wholesale segment sells to decorators, builders, and other related home decorating businesses. You have recently hired several new employees. Some of the new employees seem confused about the two segments of the store.

**Activity:** Conduct a staff meeting for the entire staff (judge) of your store. The purpose of the staff meeting is to answer questions about the two segments of the store. During the staff meeting you will explain the difference between wholesale and retail customers. You will also explain why both customer segments are important to the success of your business.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Participate in a staff meeting.
2. Orient new employees.
3. Make oral presentations.
4. Demonstrate systematic behavior.
5. Organize information.

### Notes

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## ROLE PLAY 4

### Lunch Special

**Directions** Explain the concept of utility and how it applies to this small business situation. Use writing and organizational skills to outline the presentation you will make. As with all case study presentations, you will have to use appropriate vocabulary and correct grammar.

Assume the role of owner of a convenience store that also houses a deli counter. Your store is located adjacent to an area of office buildings. The office buildings are not within walking distance of local restaurants. The office workers must use their cars to go out to get lunch, which takes a lot of time. You have started to sell soups, salads, and sandwiches through your deli counter. What makes your business unique is that customers can check the day's menu on your store's Web site, then either e-mail, fax, or phone in their lunch orders. All orders must be placed by 11:00 A.M. each day. Your staff then prepares the orders and delivers them to customers. This lunch service has been such a huge success that you have had to add additional staff to handle all of the orders. Your convenience store business has grown along with the deli business.

**Activity:** The local high school marketing teacher has heard of your success and has asked you to speak to the marketing class (judge) about the added value that utility gives to your customers. Prepare a written outline of the ideas for your presentation to the high school marketing class.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Determine economic utilities created by business activities.
2. Explain the principles of supply and demand.
3. Identify factors affecting a business's profit.
4. Prepare simple written reports.
5. Employ communication styles appropriate to target audience.

### Notes

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# INTERNSHIP CONNECTION 1

## IDENTIFY CAREER INTERESTS

Making a career decision can be a daunting one. There are many, many options available. So how do you begin to determine the best career choice for you? One way is to get work experience in some of the career areas that interest you. A good way to get work experience is through internships. The Internship Connection in this book can help you identify some sources of internships available and where to find those internships.

### Internship Activity

Before you begin to research internships you will need to do some thinking about your interests and talents and how to use them to identify career interests. One way that can help you begin your thought process is to list all the jobs you have had until now. List jobs like babysitting, mowing lawns, shoveling snow, and even cleaning your room. All those jobs require a certain skill level. Use the area below to identify those jobs and some of the skills and experience you have gathered from them.

Job	Skill/Experience	Other job applications

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## INTERNSHIP CONNECTION 2

### FIND INTERNSHIPS THAT INTEREST YOU

Think about the many career possibilities in the field of marketing. Wouldn't it be nice to try a few jobs that seem interesting to you? That way you could discover which ones suit you. Internships can help you do just that. Internships offer you the opportunity to work at jobs that interest you. Internships can be paid or unpaid. The Internship Connection activities in this book will help you prepare to apply for, get, and succeed in internships or jobs.

#### Internship Activity

You will have to do some research to find internships that interest you. You can begin your research by talking to your marketing teacher. Teachers often have the information that you are seeking. You can also do research on the Internet or at the library. But, before you begin your research, there is something that you should do first: take a look at yourself and your skills and talents. Use the form below to list your skills and talents, and how they might be useful in an internship. This exercise should help you discover skills and talents that are useful to potential employers.

Skill/Talent	Internship Application

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# UNIT 2

## Economics

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### INTRODUCTION

In this unit you have studied information dealing with economies and economic systems. You have also reviewed how economies are measured. In addition you have learned about global economies and their interdependence. This unit includes information that explains trade agreements between nations that affect our economy.

#### Why It's Important

Studying the basic concepts of economic systems and how economies are measured will help you understand how businesses function within those economic systems. As trade becomes more global it is important to understand that economies are becoming more interdependent. This will help you to understand how international trade affects local businesses.

### COMPETITIVE EVENT PRACTICE PREVIEW

Once you complete the activities for this unit's case studies, you will have practiced preparing a written outline for an essay about economic resources and factors of production. You will also prepare notes for an oral presentation about that subject. In the second role play you will prepare an outline for a staff meeting presentation. Your presentation will provide information about international trade agreements. Both of these activities require a systematic approach to the subject, good writing skills, and clear oral communication using business vocabulary.



Student \_\_\_\_\_

Date \_\_\_\_\_

Class \_\_\_\_\_

Teacher \_\_\_\_\_

## ACADEMIC WARM-UP EXERCISE 1

### Explain GDP and GNP

**Directions** Define Gross Domestic Product and Gross National Product and state how they are different.

You are a student who is working at a bank as a part-time teller. During a lunch break a fellow employee mentions that he/she read an article in the bank's employee newsletter that mentioned GDP. The employee also comments that he/she is not sure what GDP means and asks you if you know the meaning. You are to explain to the employee both the terms Gross Domestic Product (GDP) and Gross National Product (GNP) and how they are different. Use the space below to organize your thoughts. In order to make your explanation more graphic, use the chart below to illustrate the contrasting features of GDP and GNP.

### Notes

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Gross Domestic Product (GDP)	Gross National Product (GNP)

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Student \_\_\_\_\_

Date \_\_\_\_\_

Class \_\_\_\_\_

Teacher \_\_\_\_\_

## ACADEMIC WARM-UP EXERCISE 2

### Explain the Types of Economies

**Directions** Define an economy and its purpose. Then, contrast the different types of economies in a way that someone with little business experience can understand.

You are working as a summer intern for a marketing consulting firm. The marketing firm works with a wide variety of businesses and business owners who have various levels of experience. You are currently working for a consultant whose client has little or no experience in the business world. The consultant has asked you to explain to the client what an economy is, then explain the differences between a traditional economy, a market economy, and a command economy. In order to make your explanation more graphic, use the chart below to illustrate the contrasting features of each type of economy.

Definition and Purpose of an Economy \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Traditional Economy	Market Economy	Command Economy

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## ROLE PLAY 1

### Scholarship Essay

**Directions** Prepare an outline that will include information that explains economic resources and factors of production, and then prepare notes for an oral presentation to the scholarship committee. The oral presentation will require the use of business vocabulary and presentation skills.

**Situation:** Assume the role of high school senior who is a marketing student. You are enrolled in college for the fall term where you plan to major in marketing. College is very expensive so you are applying for several scholarships that could help with the costs of tuition and books. One of the scholarships that you have applied for requires you to write an essay then make an oral presentation about the essay topic to the scholarship committee (judge). The topic for the essay is economic resources as factors of production.

**Activity:** You are to prepare an outline for your essay. You are then to make notes for your presentation to the scholarship committee (judge). You are then to make your presentation to the scholarship committee (judge).

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Explain the concept of economic resources.
2. Determine the relationship between government and business.
3. Explain the concept of private enterprise.
4. Prepare simple written reports.
5. Make oral presentations.

### Notes

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## ROLE PLAY 2

### International Trade Agreements

**Directions** Prepare a written outline for a staff meeting presentation. Your outline should include basic information about the three major international trade agreements. Use your writing skills to note your information. You will use your communication skills to present the information at the staff meeting.

**Situation:** Assume the role of assistant manager of a store that sells party goods. Your store carries almost everything that a customer could want to make his/her party a success. Your store carries an extensive line of paper products, confetti and streamers, banners, party favors, and many other products. Most of the products your store carries are made in the United States. Your manager has recently purchased party favors that are made in China and piñatas made in Mexico. You have just checked in the new merchandise and are in the process of stocking the merchandise. A recently hired employee asks you about the new merchandise. The new employee is familiar with the concepts of imports and exports, and mentions that he/she has read about a trade agreement between the U.S. and Mexico, but is not really sure what it is all about. You decide that this would be a good topic for an upcoming staff meeting where the new products will be discussed.

**Activity:** You are to prepare an outline for the staff meeting that will include an explanation of trade agreements, and specifically include the three most important international trade agreements. You will then make your presentation to the staff (judge) at the staff meeting.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Explain the nature of global trade.
2. Describe factors that affect the business environment.
3. Determine the relationship between government and business.
4. Prepare simple written reports.
5. Participate in a staff meeting.

### Notes

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## ROLE PLAY 3

### Business Cycles

**Directions** Prepare a report about the phases of the business cycle. Determine what information you plan to include about each phase of the business cycle. Then, use your writing skills to prepare the report. You will also use your communications and presentation skills to present the results of your report.

Assume the role of a trainee in the business loans department of a regional bank. Part of your training requires knowledge of the basics of economics and an understanding of business cycles and how a business's position within that cycle can affect its ability to repay a loan. As part of the training process, each trainee is required to complete a report relating to each segment of his or her training.

**Activity:** Using a word processing program, prepare a brief report explaining the business cycle and outlining the major information about each of the phases. Your report should be at least one page in length. Once your report is complete, you are to present it at a meeting with your training supervisor (judge).

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Determine the impact of business cycles on business activities.
2. Explain the concept of Gross Domestic Product (GDP).
3. Prepare simple written reports.
4. Make oral presentations.
5. Organize information.

### Notes

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## ROLE PLAY 4

### Fabric Imports

**Directions** Prepare a report to make to your business partners about importing handwoven fabrics from a country your company has never dealt with before. You will have to use your writing and oral presentation skills. You will also use your knowledge of geography for the cultural and economic portions of your report.

Assume the role of a partner in an import firm that specializes in decorative home accessories. You have decided that you would like to begin importing fabrics from a tribe in Kenya. Not only has your company never imported fabrics, your company has never imported anything from Africa. You feel that the fabrics would be a good addition to your product line because they are handwoven and hand-dyed with natural dyes. They feature unique tribal designs. Because the fabric production is so labor intensive, quantities are strictly limited.

**Activity:** Prepare a report for your partners (judge) outlining the factors to consider before beginning to trade with a new country. Some of the factors you must research include culture, economy, trade barriers, and means of production. Once your report is complete, you will make your presentation to your partners.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Explain the nature of global trade.
2. Explain the impact of cultural and social environments on global trade.
3. Exhibit cultural sensitivity.
4. Prepare simple written reports.
5. Make oral presentations.

### Notes

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# INTERNSHIP CONNECTION 1

## MATCH YOUR ABILITIES TO JOBS

Making career choices is one of the most far-reaching and important decisions students will make. Students should be encouraged to explore various types of jobs before deciding what types of internships would offer them the greatest benefits. This activity should encourage job exploration and a realistic awareness of availability.

### Internship Activity

What kind of jobs do you think you would like to do? What kinds of jobs are suited to your abilities? Make a list of five jobs that you think you would like and would suit your abilities. Next go online and research companies that employ people for those jobs. In the spaces provided below make notes of the company names, locations, and whether the company has information about job duties associated with the job that interests you most.

Job	Company	Location	Job Information

### Notes

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## INTERNSHIP CONNECTION 2

### FIND OUT MORE ABOUT ECONOMICS INTERNSHIPS

Economics is embedded in all areas of the business world and in the job market. Many types of businesses have internships that will help you learn about the relationship between business and economics. Think about some of the businesses in your community. Marketing consulting firms, department stores, and restaurants are a few of the possibilities. The local chamber of commerce is a great place to obtain an overview of the local business and economic picture. This activity will help you look realistically at internship possibilities available to you. It will also help you create a plan to study what those internships offer.

#### Internship Activity

Make a research plan to help you discover internships in your area. Research those internships to discover those that could help your career plans the most and that fit with your skills and talents. Use the space below to begin your internship research plan.

List the jobs that appeal to you.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Record where those jobs are located.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Identify the sources of your information.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Name the contact person for the job (if available).

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Now, type a one-page report that summarizes your findings about internships in your area, which one(s) appeals to you the most, and what you could do to fit an internship in your schedule.



# UNIT 3

## Business and Society

### INTRODUCTION

This unit explains the role that business plays in our society. You learned about our free enterprise economic system and the role that government plays in that economic system. You also learned to distinguish between the public and private sectors, and about government regulations that protect members of our society.

#### Why It's Important

The role that business plays in our society is vital for our society to continue its function. Business and society benefit from the existence of one another. Understanding that relationship is important to your success in the business world. Another important concept in this unit is that of business ethics and understanding the impact of ethics in day-to-day business activities.

#### Key Terms

Before you practice for competitive events that relate to business and society, you will find it useful to review the definitions of the following key terms:

- free enterprise system
- competition
- price competition
- nonprice competition
- monopoly
- supply
- demand
- for-profit business
- nonprofit organization
- public sector
- private sector
- industry
- wholesalers
- retailers
- Food and Drug Administration (FDA)
- Consumer Product Safety Commission (CPSC)
- Equal Employment Opportunity Commission (EEOC)
- Occupational Safety and Health Administration (OSHA)
- Securities and Exchange Commission (SEC)
- Environmental Protection Agency (EPA)
- Federal Trade Commission (FTC)
- Ad Council
- ethics
- Better Business Bureau
- price gouging
- whistle-blowing

### COMPETITIVE EVENT PRACTICE PREVIEW

The case studies for this unit will give you practice discussing supply and demand and employee benefits. For both these case studies you will need to organize your thoughts in the form of notes for a presentation. During your presentation you will have to use proper grammar and business vocabulary.





Student

Date

Class

Teacher

## ROLE PLAY 1

### Orange Crop

**Directions** *Make notes about your explanation to the customer about how supply and demand applies to the price of oranges in this situation. You will need to organize your thoughts and make an oral presentation using proper grammar and business vocabulary.*

**Situation:** Assume the role of employee in the produce department of a large supermarket. You are in the process of restocking the oranges in your department. The oranges are blemished, do not have the usual bright orange color, and are smaller in size than your usual oranges. Despite these flaws, oranges continue to be a best selling produce item. You are also changing the price tag that is fixed to the oranges display area. A customer (judge) notices your work and approaches you with a question. The customer (judge) wants to know how the store can raise the price of the oranges when the ones on display are not up to the store's usual quality produce. You know that the store gets its oranges from both Florida and California. You also know that Florida's orange groves have suffered from repeated hurricanes in the past few years. To make things worse the California orange crop has been almost totally destroyed by freezing temperatures.

**Activity:** You must explain to the customer (judge) about the scarcity of oranges using the principles of supply and demand.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Explain the principles of supply and demand.
2. Describe the functions of prices in markets.
3. Respond to customer inquiries.
4. Handle customer/client complaints.
5. Make oral presentations.

### Notes

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Student

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## ROLE PLAY 2

### Employee Benefits

**Directions** Use your knowledge of workplace employee benefits to prepare notes for a meeting with your supervisor. You will need to prepare your notes in an orderly manner and use business vocabulary in your discussion with the account manager.

**Situation:** Assume the role of assistant account manager of a company that specializes in offering assistance to new and existing businesses. Your account manager (judge) has been working with a group of business people who are interested in opening a hotel in your community. The proposed hotel will not be part of an international hotel chain. The group of business people plans to hire local individuals to manage and staff the proposed hotel. The business people are anxious to create an atmosphere of happy employees who will feel part of a positive work environment. Your account manager (judge) will meet with the business people later today. The topic for today's meeting is how employee benefits can help to foster the atmosphere and attitude that the business people wish to foster. Your account manager (judge) has asked you to prepare some notes about employee benefits that will be discussed and explained at the meeting.

**Activity:** You are to make notes for your account manager (judge) about employee benefits that can be offered and discuss your ideas with your account manager (judge) before the meeting with the business people.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Explain the role of business in society.
2. Foster positive working relationships.
3. Explain the role of ethics in human resources management.
4. Discuss the nature of human resources management.
5. Orient new employees.

### Notes

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## ROLE PLAY 3

### Charity Luncheon

**Directions** Prepare a written outline for an oral presentation to a group of fellow employees. Your report will be a brief one, so your thoughts must be well organized. You need to bring together your writing and oral communication skills with proper grammar and appropriate vocabulary.

Assume the role of manager of the special events department of a large luxury department store. The store carries the usual clothing, accessories, shoes, cosmetics, and home accessories merchandise. The store also houses a very popular restaurant that is open for lunch every day. The store manager is very civic-minded and values the store's reputation for social responsibility. The store manager has agreed to allow the local symphony orchestra to hold a benefit luncheon at the store's restaurant. Many of the symphony's patrons are regular customers of the store. The group plans to sell the tickets for the luncheon for \$50.00 per person. The entire ticket price will go to the symphony. The store will contribute the food, wait staff, door prize items, and items for goodie bags for each attendee. The store will also mention the benefit luncheon in its advertising. The special events staff will coordinate the luncheon plans with the committee members of the symphony group.

**Activity:** Prepare a written outline for an oral presentation to the store's employees (judge) about the luncheon and the benefits the luncheon can have for the store and its image.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Explain the role of business in society.
2. Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.).
3. Make oral presentations.
4. Prepare simple written reports.
5. Organize information.

### Notes

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Student

Date

Class

Teacher

## ROLE PLAY 4

### Play Ball

**Directions** Use your knowledge of economic principles to prepare arguments to persuade a city council to approve a measure. You will have to use your communication skills and your most professional grammar and vocabulary. Remember that when you prepare an oral report, you need to use your writing and organization skills to make sure your arguments are sharp and focused.

In this situation you are a special assistant to the mayor of a major U.S. city. The mayor and many influential businesspeople have been trying for years to attract a major league baseball team to the city. The city is plagued with a high unemployment rate. As a result of this situation, the city's tax revenues are not as high as they could be. The mayor believes that a major league baseball team could be an economic shot in the arm for the city. A team would generate economic growth by increasing the number of visitors to the city who would come to see the city's team or the opposing teams. The team would also generate sales of team-related clothing. Related businesses such as restaurants and hotels would also benefit from the presence of a team. The negative side of the equation is that the baseball stadium would have to be built with taxpayer funds. The city council is not thrilled about this use of tax dollars. Many members of the city council feel that the money would be better spent improving schools, libraries, and city streets.

**Activity:** Help the mayor (judge) prepare for the city council meeting by writing arguments about why the city council should approve the measure to bring a major league baseball team to your city.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Determine the relationship between government and business.
2. Explain the principles of supply and demand.
3. Persuade others.
4. Make oral presentations.
5. Prepare simple written reports.

### Notes

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# INTERNSHIP CONNECTION 1

## RESEARCH ORGANIZATIONS IN THE PUBLIC SECTOR

The public sector plays an important role in our economy. The public sector is an area where jobs are available. This is also an area that you may not have considered for possible employment. The public sector is made of many types of organizations. Your school system and the public library are just two examples of organizations that are part of the public sector. An internship at a public sector organization will help you understand the part that it plays in our economy.

### Internship Activity

This Internship Activity will have you research organizations in the public sector and the types of jobs that are available in those organizations. Research three public sector organizations, one on the local level, one on the state level, and one on the federal level. Part of your research will have you make note of the types of jobs available in those organizations. Use the charts below to record at least one type of job that interests you for each of the three organizations you research.

Local public sector organization	Jobs in the organization
State public sector organization	Jobs in the organization
Federal public sector organization	Jobs in the organization



Student

Date

Class

Teacher

# INTERNSHIP CONNECTION 2

## STUDY COMPETITION

In our free enterprise economy, there are many types of businesses and many businesses of the same type. Businesses that carry similar merchandise or service lines are in competition with one another. Did you ever wonder how businesses compete with one another? How do clothing stores that carry the same or similar merchandise attract customers? What about law firms or other service providers? An internship in a competitive business will help to answer your questions about competition.

### Internship Activity

For this Internship Activity you will study price and nonprice competition. Select five different types of businesses in your community. Over the course of two weeks, find newspaper advertisements for the types of businesses you have selected. Determine whether the ads are appealing to price competition or to nonprice competition. Record your analyses of the ads for the businesses you selected. Copy or clip the ads from the newspaper and attach them to your competition analysis. Once you have completed your analysis of competitive appeals you will have a report that can be added to your marketing portfolio.

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# UNIT 4

## Skills for Marketing

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### INTRODUCTION

Unit 4 reviews the most academic basic skills necessary for a career in the field of marketing. The chapters in this unit review many skills that you have already mastered. The unit also introduces some new concepts. You will get to practice those skills by completing the activities for Unit 4.

### Why It's Important

The skills in this unit are the foundation for a successful career in marketing. These are skills that you will use on a daily basis throughout your career. The successful practice of these skills will help you get your career off to a good start and help your success continue.

### Key Terms

Before you practice for competitive events that relate to skills used in marketing, you will find it useful to review the definitions of the following key terms:

- fractions
- decimal number
- percentage
- bar graph
- line graph
- circle graph
- pie chart
- communication
- word processing programs
- database programs
- spreadsheet programs
- desktop publishing programs
- graphics and design programs
- presentation software
- Internet
- self-esteem
- initiative
- time management
- flexibility
- ethics
- teamwork
- management

### COMPETITIVE EVENT PRACTICE PREVIEW

The role play situations for this unit will allow you to practice your management, writing, and word processing skills. You will practice management skills while addressing employee concerns. You will test your writing and word processing skills while preparing a handout for distribution to employees at a staff meeting.

Student

Date

Class

Teacher

## ACADEMIC WARM-UP EXERCISE 1

### Introduce New Employees

**Directions** Write a business e-mail to customers that introduces new employees.

You are an employee of a full service supermarket. In addition to the usual merchandise the supermarket carries an extended line of produce, gourmet meat counter, fresh seafood, gourmet delicatessen, bakery, wine, fresh flowers, and other specialty departments. Highly trained and knowledgeable employees staff all of the departments. Two new employees have recently been hired. One employee is James Parsons who works in the fresh seafood department. James has several years of experience working with fresh seafood and has taken classes that enhance his experience. The other new employee is Mary Dobbs who works in the fresh flowers department. Mary has many years experience working as a florist. Your store manager wants the store's customers to know about the staff additions and their qualifications. The store manager has asked you to draft an e-mail that will introduce the new employees, mention their qualifications, and invite customers to come into the store to meet the employees.

### Notes

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### E-mail Draft

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Student \_\_\_\_\_

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## ACADEMIC WARM-UP EXERCISE 2

### Notify Customers

**Directions** Write a business e-mail that can be used as a kind of form letter for customers of an online bookstore.

You are an employee of an online bookstore. Your store is preparing for the summer season. During the summer season, many customers buy works of fiction that are easy and fun to read. This type of reading material is often referred to as “beach books.” Your company has recently received a large shipment of beach books. They have been stocked on the warehouse shelves, taking up space until they are purchased and shipped. Your online bookstore has an extensive list of customers who wish to be notified by e-mail when new book titles arrive. Use a word processing program to compose an e-mail to send to your customer mailing list.

### Notes

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## ROLE PLAY 1

### Employee Concerns

**Directions** You may make notes to plan your response to the employee concerns. You will be using your most professional manner including correct business grammar and vocabulary when making your verbal response.

**Situation:** Assume the role of department manager for a department store that is part of a regional chain. A national chain has bought your chain of stores. The national chain has a store at a mall two miles from the mall where your store is located. Your store will be renamed with the buyer's store name. The change of ownership will take place in six weeks. The employees in your department are very concerned about the change in ownership. One of the employees (judge) has approached you about the employee concerns. The employees are concerned about your store being closed since it is so close to the buyer's existing store and the resulting possible loss of their jobs. The employees are also concerned about losing their jobs even if the store remains open. Additional concerns include keeping their vacation time, maintaining job seniority, and general concerns about changes in daily operating procedures. You share the employees' (judge) concerns. You have been told that there are no immediate plans to close the store since its sales are consistently good; however, you have not been given any information about the other employee concerns.

**Activity:** You are to address the employee (judge) concerns in an open and honest manner while maintaining a professional demeanor.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Demonstrate ethical work habits.
2. Foster positive working relationships.
3. Demonstrate honesty and integrity.
4. Demonstrate responsible behavior.
5. Exhibit a positive attitude.

### Notes

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Student

Date

Class

Teacher

## ROLE PLAY 2

### Pet Care Store

**Directions** Write a brief report that can be used as a handout for employee reference. Use a word processing program to complete your report and handout.

**Situation:** Assume the role of employee of a pet care store. The store sells pet foods, collars, leashes, toys, and other items for pets. The store also offers a pet grooming service. The store's owner is very attentive to the needs of the store's customers. The store's owner is planning a staff meeting to review the store's customer care procedures. One of the most important is that employees must listen very carefully to what the customers tell them. The store's owner has asked you to help him/her prepare for the staff meeting by preparing a brief report that could serve as a handout for the employees. Your report will list and briefly explain the main barriers to listening and ways to overcome them. The store's owner hopes that by making the employees aware of barriers to listening that the employees will be more aware of the importance of listening to the communication process. Use a word processing program to create your report.

**Activity:** You are to use a word processing program to create your report and employee handout. You will verbally review your report with the store's owner (judge).

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Explain the nature of effective verbal communications.
2. Demonstrate active listening skills.
3. Prepare simple written reports.
4. Demonstrate basic word processing skills.
5. Make oral presentations.

### Notes

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## ROLE PLAY 3

### Tulip Time

**Directions** Write a formal business letter to inform a customer that a requested product is not available this year and offer another product as a substitute. Use your verbal communication skills when you present your letter to your supervisor for approval. You will be using your grammar and vocabulary both in the letter you write and during your presentation to your supervisor.

You are an employee of a catalog business that specializes in spring flowering bulbs that are imported from the Netherlands. The bulbs your company carries include tulips, daffodils, jonquils, hyacinths, and narcissus. Your company offers a wide variety of tulips in almost every color. Due to a problem with your bulb grower, there are no bulbs available this year for pink tulips. You did not learn of this situation until after your catalog was printed and mailed to your customers. You have posted notification of this situation on the company Web site; however, orders continue to trickle in for the bulbs. The pink tulip bulbs have never been a best-selling item, so relatively few customers will be inconvenienced. The company owner has decided to offer a substitution to customers placing orders for the pink tulip bulbs: an apricot-colored tulip bulb that is considered a premium variety. The price for the apricot premium bulbs will be the same as the pink ones originally ordered.

**Activity:** Write a letter following the business letter model on the next page. Your letter should explain the situation and offer the product substitution to a Mrs. Hamilton of 123 Main Street, Boston, MA 02121. Before you mail your letter, you must review it with the company owner (judge).

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Write business letters.
2. Organize information.
3. Write informational messages.
4. Employ communication styles appropriate to target audience.
5. Follow oral directions.

### Notes

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## ROLE PLAY 4

### Ice Cream

**Directions** Defuse a situation that includes an angry customer and an angry employee. You will need to use tact and diplomacy. Once you handle the situation, compose written guidelines to be followed should a similar situation present itself again. Use your creativity and writing skills for writing the guidelines. Of course, a business demeanor, proper grammar, and appropriate vocabulary are also required.

You are the supervisor of a store that sells ice cream. The store sells ice cream in dishes, cones, sundaes, and shakes, as well as pints, half gallons, and gallons that customers can take home. A customer has just complained that one of the servers has totally confused an order and served the wrong items—not once, but twice. The server is certain that the order was taken correctly and served according to what was ordered, and that the customer was either confused or changed his mind. Before calling for you, the server shared those thoughts with the customer, who then became furious. You are inclined to believe the server, since this customer has behaved in a similar manner in the past. You have calmed the customer and served the order yourself. Now you must deal with the server who is angry about the situation. Further, the server feels that you have ignored his feelings in this situation.

**Activity:** Explain to the server (judge) why you handled the situation the way you did. Once you have done so, write guidelines for the servers to follow in situations similar to this one.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Handle customer/client complaints.
2. Explain the nature of positive customer relations.
3. Show empathy for others.
4. Demonstrate problem-solving skills.
5. Prepare simple written reports.

### Notes

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# INTERNSHIP CONNECTION 1

1

**The return address** is the address of the letter writer. Most companies have their addresses printed on stationery called letterhead. When you type a business letter on blank paper, type the return address at the top of the page.

Most business letters include eight standard parts.

3

**The inside address** is the name and address of the person who will receive the letter. The same address is typed on the envelope.

## Southland Office Supply

11061 West Olympic Boulevard • Los Angeles, CA 90064

2

**The date line** shows the reader when the letter was written. In business, it is important to document when you write a letter.

Guadalupe Gomez-Pomeda  
Assistant Manager  
Southland Office Supply  
11061 West Olympic Boulevard  
Los Angeles, CA 90064

August 30, 2...

4

**The salutation** is the greeting. The most commonly used salutation is, "Dear (Mr., Mrs., Miss., Ms.)." If you usually call the person by his or her first name, you can use it in the salutation: "Dear Adam." If you are not sending the letter to a specific person, make the salutation to the department to which you are sending the letter: "Dear Customer Service Department." A colon always follows the salutation in a business letter.

Mr. Dan Provost  
Super Sports Magazine  
3119 South Barrington Avenue  
Suite G  
Los Angeles, CA 90066

Dear Mr. Provost:

5

**The body** is the message of the letter.

Today we received your written request for four (4) reams of Pale Yellow 24-pound writing bond. We are ordering it for you from our supplier, who promises to have it to us in five (5) days. I will call you as soon as it comes in.

6

**The closing** is a respectful goodbye. Formal closings for business letters are, "Yours very truly" and "Yours truly." Less formal, more friendly closings are, "Sincerely" and "Cordially." A comma should follow the closing.

Thank you for thinking of Southland for your office supply needs. We look forward to filling this order and to doing business with you in the future.

Sincerely yours,

*Guadalupe Gomez-Pomeda*

Guadalupe Gomez-Pomeda  
Assistant Manager

ggp/ktb

7

**The signature block** includes the handwritten and typed name of the writer. Sign your name in ink above your typed name. Write both your first and last name, unless you are on a first-name basis with the reader.

8

**The reference initials** are the initials of the writer and sometimes the initials of the typist. They are typed two spaces below your typed signature, beginning at the left margin. The writer's initials are always typed first.

Student

Date

Class

Teacher

## WRITE A BUSINESS LETTER

The academic skills highlighted in this unit are important to any job. It is especially important that you use these skills as you apply for internships and later for jobs. As you make those internship and job applications it is important that your letters, application, and interviews clearly demonstrate that you possess and know how to use these basic skills.

### Internship Activity

The Internship Connection activity for this unit will allow you to demonstrate your communication skills by writing a business letter. Use the space below to write a business letter that will serve as a general letter of inquiry about the availability of internships and a request that you be considered for an internship. By completing this business letter you will be prepared to act when you choose internship positions for which you would like to apply.

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# INTERNSHIP CONNECTION 2

## ANALYZE INTERNSHIP SKILLS

Academic skills are the foundation of your educational experience. They are also the foundation upon which you build your work experiences and career aspirations. Before an employer will even consider you for an internship or for a job, you must demonstrate your competence in math, communication, computer literacy, and interpersonal skills. All internships require these skills. The internship activity below will help you translate your academic skills into job applications.

### Internship Activity

In this internship activity, you will engage in an exercise similar to the one you completed for Unit 1. This time, you will analyze the skills you are acquiring at school and how you can apply those skills in an internship that interests you. Then, use a word processing program to describe how you have used your skills successfully in the past. Doing this will give you a clear idea of the skills you possess that can help you get and be successful in an internship. This will also provide you with some talking points to demonstrate your skills to a prospective employer and explain why you should be considered for a particular internship.

Academic Skill	Internship Application
Math Skills	
Communication Skills	
Computer Skills	
Interpersonal Skills	
Management Skills	

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# UNIT 5

## Selling

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### INTRODUCTION

Unit 5 covers the marketing function of selling. The selling function is of major importance to marketing. The chapters of this unit cover preparing for a sale, the steps of a sale, closing the sale, and the use of math in selling.

#### Why It's Important

Selling is critical to the marketing of any product or service. Understanding the selling process from preparing for the sale to service after the sale will help you make that process work for you and for your business. The basic skills that you studied in Unit 4 are put to use in selling. You will use those skills to communicate with customers, as well as interpersonal skills, and math skills.

### COMPETITIVE EVENT PRACTICE PREVIEW

Completing the role-play activities for this unit will have you using your math skills to complete a merchandise order. You will also explain suggestion selling and suggest product substitutions. You will also use your professional vocabulary and presentation skills to complete the requirements of these activities.

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Student

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## ACADEMIC WARM-UP EXERCISE 1

### Analyze Customer Buying Motives

**Directions** Explain the difference between rational and emotional customer buying motives then use the chart to identify each buying motive as rational or emotional.

You are working as an intern for the local Chamber of Commerce. One of the services provided by the Chamber is an ongoing program of business improvement classes for Chamber members. These classes are developed and presented by the Chamber staff. The classes are presented in an informal setting that will encourage questions and participating merchants are encouraged to ask questions and otherwise participate in the sessions. You have been assigned the task of developing and presenting the next class. Your topic will be customer buying motives. You are to explain rational and emotional customer buying motives and how they can be used in sales. You are to provide several of each buying motive for the merchants. Use chart to identify two products sold by each merchant, one that would be purchased for a rational buying motive and one that would be purchased for an emotional buying motive. You will briefly explain each response.

Type of Store	Product	Buying Motive	Reason
Clothing Store			
Clothing Store			
Supermarket			
Supermarket			
Jewelry Store			
Jewelry Store			
Electronics Store			

### Notes

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## ACADEMIC WARM-UP EXERCISE 2

### Identify Customer Benefits of Mini Video Cameras

**Directions** Create a feature-benefit chart for a tiny video camera.

You work in the camera department of a large electronics store. The department has just received a shipment of mini video cameras. These cameras are similar to the ones used in televised sporting events. Downhill skiers often attach this type of camera to their helmets so viewers can see the course from the athlete's perspective. The potential uses for this camera are numerous. It is an exciting new addition to your department's merchandise. On the chart below are several features of the mini camera. Fill in a customer benefit for each of the product features.

MINI VIDEO CAMERA	
Product Features and Benefits	
Feature	Benefit
Miniature size	
Waterproof	
Lightweight	
Hands-free	
Attaches to helmet or goggles	

Student

Date

Class

Teacher

## ROLE PLAY 1

### Order Extensions

**Directions** Complete the item extensions for each item in this order, figure the discount, and add the shipping charge. You will then explain how you arrived at the totals.

**Situation:** Assume the role of employee for a home furnishings store. The store does business from a traditional store, catalog, and Web site. The store's buyers purchase merchandise that is received and stored in a warehouse located one mile from the store. Merchandise designated for the store is transferred on a company truck. Orders placed through the catalog or online are processed and shipped directly from the warehouse. The buyer for the home accessories department (judge) has placed several orders that must have the extensions completed. The buyer (judge) has asked for your help in completing the extensions. This vendor is offering a special of 15 percent off the order and charges a flat rate shipping charge of \$9.00.

**Activity:** You are to complete the extensions for the order below. Remember to complete all the relevant information. You will then review your work with the buyer.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Calculate miscellaneous charges.
2. Prepare simple written reports.
3. Organize information.
4. Demonstrate systematic behavior.
5. Make oral presentations.

### Notes

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**Student****Date****Class****Teacher**

<b>Flamingo Island Home Accessories</b>			
<b>Order Form</b>			
<b>Quantity</b>	<b>Item</b>	<b>Price per Item</b>	<b>Total Price</b>
8	Shell shaped 4×6" photo frame	\$4.75	
8	Shell shaped 5×7" photo frame	6.45	
12	Palm tree shaped 4×6" photo frame	5.25	
8	Palm tree shaped 5×7" photo frame	7.65	
15 packages	Flamingo push pins - 6 per package	3.30 per package	
15 packages	Palm tree push pins - 6 per package	3.35 per package	
15 packages	Shell push pins - 6 per package	3.40	
36	Shell coasters	.85	
36	Palm tree coasters	.95	
36	Flamingo coasters	.90	
	Subtotal		
	Less discounts, if applicable	76.80	
	Shipping	9.00	
	Grand Total		

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Teacher

## ROLE PLAY 2

### Frozen Oranges

**Directions** Plan a staff meeting that will explain the use of suggestion selling and recommend product substitutions.

**Situation:** Assume the role of assistant manager of a supermarket. One of your duties is to plan and conduct staff meetings. Because of freezing temperatures in California the orange crop has been almost completely destroyed. As a result prices for fresh oranges and orange juice have skyrocketed. Several customers have complained to you about the higher prices and wondered about other sources for vitamin C that could replace oranges and orange juice. You know that many other fruits and berries are excellent sources of vitamin C and have not been affected by the weather. You want to relay the information about alternate sources of vitamin C from the produce and juices the store sells. The list below has several fruit varieties that employees can suggest to customers.

- |              |              |
|--------------|--------------|
| Bananas      | Pomegranates |
| Blackberries | Raspberries  |
| Blueberries  | Strawberries |

**Activity:** You are to plan and conduct a staff meeting that will educate the staff about using suggestion selling to customers about the oranges and orange juice alternatives.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Demonstrate suggestion selling.
2. Demonstrate product knowledge.
3. Recommend specific product.
4. Convert customer/client objections into selling points.
5. Participate in a staff meeting.

### Notes

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## ROLE PLAY 3

### Catered Hors D'Oeuvres

**Directions** Process an order for a large party that your company will cater. Your math skills will have to be sharp and accurate. Use your communication skills when you review the order with your manager. Proper grammar and vocabulary are important when you take the customer's order and when you talk to your manager.

Assume the role of a new employee for a local caterer. Your primary duty is to take orders as customers phone them in and then complete the order form for the event. One of your company's best customers has just phoned in an order for a party with 50 guests. The party is scheduled for five days from today. The customer wants to serve both hot and cold hors d'oeuvres. Each item ordered has 25 pieces. The customer would like 50 pieces of each kind of hors d'oeuvres. The customer will provide the beverages, ice, and serving utensils, and does not need any caterers to help with the service. The delivery fee is \$22. The sales tax rate is 6.25 percent. The food and fees are all taxable.

**Activity:** Take the order, total the final amount, and process the charge to the customer's credit card. Once you have completed the order form on the next page, you will review the completed form with your manager (judge).

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Maintain financial records.
2. Calculate miscellaneous charges.
3. Prepare simple written reports.
4. Make oral presentations.
5. Demonstrate systematic behavior.

### Notes

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## ROLE PLAY 4

### Olive Oil

**Directions** Use your knowledge of the products in your store to overcome a customer's objections. You will need your reading skills as you study the product features. This situation is part of the sales process, so you will be using your communication skills, tact, and diplomacy as you explain your product's qualities. Proper business vocabulary for this situation is important. Correct grammar is a must, as well.

Assume the role of customer service manager in a gourmet food store. Your store is known for carrying the finest foods available. The owners of the store are brothers of Italian heritage. They take special pride in offering the finest olive oil available anywhere. The owners have their own olive orchards in Italy, so they are able to control the production process from growing, to harvesting, to pressing the oil from the olives, to bottling, to shipping to the store. As you can guess, the price of this olive oil is much higher than mass-produced olive oils. Many of your customers would not use any other type of oil for their food preparation. A customer who is new to your store has approached you. The customer is convinced that the price of the olive oil is a mistake. Your store's olive oil is approximately triple the price of a comparable size available in supermarkets. When you assure the customer that there is no error, the customer asks you why this is so.

**Activity:** Overcome the customer's (judge's) objection to the price. You may use the information below to help overcome the customer's objections.

### Product Features

- 100% Italian estate-grown
- Hand-picked
- Pressed within 24 hours
- No chemicals used in the processing
- Taste is fresh
- Excellent ability to hold its flavor

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Convert customer/client objections to selling points.
2. Analyze product information to identify product features and benefits.
3. Recommend specific product.
4. Demonstrate product knowledge.
5. Close the sale.

# INTERNSHIP CONNECTION 1

## USE SELLING SKILLS TO APPLY FOR A JOB OR INTERNSHIP

The selling function is a major determinant in the success or failure of a business. Selling is involved in most businesses either directly or indirectly. This activity will help you use your interests, skills and talents to your advantage while “selling” a future employer on your abilities and suitability for the job you want.

### Internship Activity

Make note of your special interests, skills, and talents that you feel will be helpful in securing an internship and finding a job. Make note of at least three of those interests, skills, and talents then determine how you can use those interests, skills and talents in an internship or employment situation. Use the chart below to record your responses. You can then use that information to add to your resume. You will also be able to use that information during an internship or job interview.

Skill or Talent	Internship or Job Application

Student \_\_\_\_\_

Date \_\_\_\_\_

Class \_\_\_\_\_

Teacher \_\_\_\_\_

## INTERNSHIP CONNECTION 2

### DEMONSTRATE USING SELLING SKILLS TO OVERCOME OBJECTIONS

The art of selling can help consumers select a product or service that most closely meets their particular needs. Selling takes place in the many types of retail stores in your community. Selling also takes place through the mail, on the phone, and over the Internet. Selling can be a well-paid career choice.

#### Internship Activity

When you interview for an internship or a job, you are selling your ability to perform the duties of that internship or job. Practice your ability to sell yourself. In the space below, note six objections potential employers might have to hiring you as an intern, such as your lack of experience, a full roster of workers, and the cost of hiring and/or training you. Then, use the boomerang, question, superior point, denial, demonstration, or third party method to overcome each objection. Use the skills and experience you listed in previous unit exercises as needed.

Objection 1 \_\_\_\_\_

\_\_\_\_\_

Response \_\_\_\_\_

\_\_\_\_\_

Objection 2 \_\_\_\_\_

\_\_\_\_\_

Response \_\_\_\_\_

\_\_\_\_\_

Objection 3 \_\_\_\_\_

\_\_\_\_\_

Response \_\_\_\_\_

\_\_\_\_\_

# UNIT 6

## Promotion

### INTRODUCTION

This unit is about promotion and getting the message about your product or service out to existing and potential customers. This unit also covers the important concepts about visual merchandising and display and how the two relate. In the last part of this unit you studied advertising and print advertisements.

#### Why It's Important

This unit is an important one because it is through promotion that businesses make their customers aware of their products and services. It is essential to understand the role that visual merchandising can play in creating an image for a business that appeals to the business's target market. Understanding the basics of advertising will serve you well as you make decisions about advertising and advertising media.

#### Key Terms

Before you practice for competitive events that relate to promotion, you will find it useful to review the definitions of the following key terms:

- promotion
- product promotion
- institutional promotion
- advertising
- public relations
- publicity
- promotional mix
- visual merchandising
- point-of-purchase displays (POPs)
- color wheel
- focal point
- proportion
- promotional advertising
- institutional advertising
- media
- print media
- transit advertising
- broadcast media
- online advertising
- specialty media
- impression
- cost per thousand (CPM)
- advertising campaign
- advertising agencies
- headline
- copy
- illustration
- slogan
- ad layout
- advertising proof

### COMPETITIVE EVENT PRACTICE PREVIEW

The role play activities for this unit will have you use your organizational skills and knowledge to create presentations to educate a new employee and a new buyer. You will use the outlines you create to make oral presentations. In the second role play you will prepare your outline with the use of presentation software. For both the role plays you will use business vocabulary and your best presentation skills.



Student \_\_\_\_\_

Date \_\_\_\_\_

Class \_\_\_\_\_

Teacher \_\_\_\_\_

## ACADEMIC WARM-UP EXERCISE 2

### Demonstrate How to Write Newspaper Ads

**Directions** Explain the essentials of print advertisements.

You are an employee of a local hardware store. The owner purchased the store very recently. The former owner used to run weekly advertisements that he created by himself in the local newspaper. The ads were not always effective. The new owner would like to run weekly ads, too. Her concern is that the ads be timely and as effective as possible. The problem is that the new owner does not know much about advertising. The store's promotional budget is not big enough to include hiring professional advertising help. The owner knows that you are a marketing student and have studied advertising and promotion. She has asked you to explain the parts of a print advertisement to give her a better understanding of putting together a newspaper ad. Use the space below for your explanation.

### Parts of a Print Advertisement

1. **Headline** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. **Copy** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. **Illustration** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
4. **Signature** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
5. **Slogan** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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## ROLE PLAY 2

### Trade Promotions

**Directions** Using presentation software prepare an explanation of trade promotions that will be presented to your supervisor.

**Situation:** Assume the role of junior sales representative for a clothing manufacturer. You and the senior sales representative (judge) will meet later today with the buyer for one of your largest clients, a regional department store chain. The buyer is new to the department store and has not previously done business with your company. The senior sales representative (judge) has determined that it would be a good idea to discuss the trade promotions your company offers with the new buyer. The senior sales representative (judge) has asked you to prepare an explanation of the trade promotions using presentation software.

**Activity:** You are to prepare an explanation of the trade promotions offered by your company using presentation software. You will then review your explanation with the senior sales representative (judge) before the meeting with the buyer.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Explain the types of promotion.
2. Explain the role of promotion as a marketing function.
3. Identify company's unique selling proposition.
4. Foster positive working relationships.
5. Demonstrate basic presentation applications.

### Notes

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## ROLE PLAY 3

### Hotel Check-In

**Directions** Outline your ideas for a promotional plan. The promotional plan will promote a new technology being test-marketed by your company. You will have to demonstrate your creativity as you complete this activity. You will also use your writing and presentation skills.

Assume the role of an employee in the promotions department of a worldwide hotel chain. The hotel has recently purchased technology that will allow hotel guests to check in and check out of the hotel using a kiosk in the hotel lobby. This self-service feature will allow guests to check in and out without waiting in the long lines that sometimes form during peak times. The new kiosks will be test-marketed in hotels in the United States only. The hotels testing the kiosks will still have fully staffed front desks for guests who prefer to use traditional methods for checking in and out. The hotels will also retain their video and telephone checkout options. Hotel management realizes that there will be a certain percentage of hotel guests who will view the kiosks as too impersonal.

**Activity:** The promotion manager (judge) has asked you to outline some ideas for a promotional plan, including your planned promotional mix, to promote the kiosks. Once you have outlined your ideas, you will discuss them with the promotions manager.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Explain the nature of a promotional plan.
2. Coordinate activities in the promotional mix.
3. Prepare simple written reports.
4. Make oral presentations.
5. Demonstrate appropriate creativity.

### Notes

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## ROLE PLAY 4

### Super Bowl

**Directions** Write a news release for a celebrity appearance that will take place at your store. Use your writing skills as you put together the news release, including correct grammar and punctuation. You will use your verbal communication skills when you present your final draft to the store manager.

You are the assistant manager of a popular sporting goods store. Your store is hosting a celebrity appearance that will coincide with the next Super Bowl. The celebrities are three football Hall of Fame legends. During their playing years, all three broke records. Collectively, they have won seven Super Bowl games. The three players have many fans in your area because two of the football legends played for the local professional football team and the third played college football at the university in a neighboring town. Your manager has asked you to write a news release to announce the guest appearance. During the appearance, the celebrities will be signing team jerseys, footballs, and other team items purchased at your store. The public appearance is scheduled for the Saturday before Super Bowl Sunday.

**Activity:** Write your news release. It should have the six elements of a news release (see *Marketing Essentials*, page 398). Once you have completed your final draft of the news release, present it to your store manager (judge).

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Write informational messages.
2. Prepare simple written reports.
3. Employ communication styles appropriate to target audience.
4. Organize information.
5. Demonstrate systematic behavior.

### Notes

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Student

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# INTERNSHIP CONNECTION 1

## FIND OUT MORE ABOUT PUBLIC RELATIONS

A specialized area within the field of promotions is that of public relations. All businesses seek positive public relations. In some businesses public relations is an informal area. For other businesses public relations is an ongoing matter. Many businesses either have a public relations department or hire companies that specialize in public relations.

### Internship Activity

Have you ever wondered if you would enjoy working in the area of public relations? For this Internship Activity you will research three companies in your community to discover how they deal with public relations. Use an online search engine, the library’s resources, or the business section of the phone book to identify the businesses you will research. If you are able to find a public relations firm, then make it one of your selections. You will contact the business’s manager to determine how that business handles public relations. Select one of the businesses to send a business letter that will state your qualifications and interest in a public relations internship. You will also include a sample news release that you have written. Write your news release about a recent activity of your DECA chapter. Be sure to include the six elements of a news release and proper format. (See *Marketing Essentials*, page 398.)

### Notes

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Teacher \_\_\_\_\_

## INTERNSHIP CONNECTION 2

### LOOK FOR AN ADVERTISING INTERNSHIP

Have you ever wondered how advertisements get into your favorite magazine or on television? How do advertisers decide the best media in which to place their ads? An advertising internship can help you discover how those things happen. An advertising internship can happen in a small advertising agency, a large agency, or anywhere in between. You will probably have to begin your advertising internship experience in a small business. If that is the case, remember that often those are the very places that will offer you the most hands-on experience.

#### Internship Activity

Use the library's resources to find companies that specialize in advertising. Look for small agencies that are located in your community. You should also talk to your marketing teacher to get information about local businesses that do their own advertising. Compile a list of several companies and people to contact within those companies. Before you call or write to any of them, you should prepare information about any experience you have had that is related to advertising, any skills or talents that would help you stand out from other applicants, and why you want an internship in the advertising field. Once you have prepared the information, use a word processing program to incorporate it into a script for a phone call or place the information in the body of a letter. You should be prepared to discuss the information during a personal interview. Phone the contact person or write a letter and request a meeting to discuss a possible internship.

Work experience \_\_\_\_\_

\_\_\_\_\_

Skills/talents \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Why you feel you should have an internship \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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Student

Date

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Teacher

# UNIT 7

## Distribution

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### INTRODUCTION

This unit, Distribution, is about getting products into stores and customers' hands when retailers need them and when customers want them. This unit deals with channels of distribution, purchasing and the handling of merchandise. These topics are very important to the success of a business.

#### Why It's Important

This unit covers material that is key to creating and maintaining a successful business. A retail business has to have products to sell in order to open its doors. Having merchandise arrive in a timely manner, purchasing the right merchandise, and properly handling that merchandise once it arrives at the store are what lead to a successful business. Understanding these concepts will lead to your success in business.

### COMPETITIVE EVENT PRACTICE PREVIEW

The role play situations for this unit will test your knowledge of inventory management and challenge you to make a vendor selection for best selling items. In addition to your knowledge you will need to use your business vocabulary and presentation skills.

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Class \_\_\_\_\_

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## ACADEMIC WARM-UP EXERCISE 1

### Describe Effective Inventory Management

**Directions** Use presentation software to present a lesson about inventory and inventory management.

You are a buyer for a junior department store. The store has an internship program for high school marketing students who are interested in retail careers. The students in the internship program are store employees who work as “floaters,” that is, they work in different departments depending upon department needs. They work regularly scheduled hours. The interns also have a scheduled program of classes about retailing topics. You are to present the next class to the interns. Your topic is a general introduction to the concept of inventory and the meaning of inventory for a retail store. You are to also explain inventory management and how effective inventory management helps a retailer.

You will make notes about your presentation then use presentation software to make slides to use during the presentation.

### Notes

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# ACADEMIC WARM-UP EXERCISE 2

## Explain Distribution

***Directions** Teach an assistant manager how businesses use channels of distribution.*

You are the manager of an independent toy store. The store carries high quality, fairly expensive toys for all ages. The store is best known for its selection of dolls, which range from sturdy dolls for toddlers to fragile collectibles. You recently hired an assistant manager, whom you are training. The topic for today's training is channels of distribution. Use the space below to explain what channels of distribution are and the purposes they achieve. Then, explain the difference between direct channels of distribution and indirect channels of distribution. Complete your explanation by naming the members of each type of channel of distribution.

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## ROLE PLAY 1

### Inventory Systems

**Directions** Explain to a new employee why your store employs both perpetual and physical inventory systems.

**Situation:** Assume the role of experienced employee of an auto parts store. The store carries auto parts and related accessory items. The store's inventory is kept on a daily basis through a perpetual inventory system. The store also takes periodic physical inventories of the store's merchandise. You are in the process of training a new employee (judge) about the store's operation. You have just completed the new employee's training about the maintenance of the perpetual inventory system. As part of that training you mention that the store also takes a physical inventory twice a year. The new employee (judge) asks why it is necessary to take a physical inventory if the store maintains an accurate perpetual inventory system.

**Activity:** You are to explain to the new employee (judge) why the store makes use of both perpetual and twice annual physical inventory systems.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Describe inventory control systems.
2. Maintain inventory control systems.
3. Explain the nature and scope of purchasing.
4. Explain customer/client/business buying behavior.
5. Orient new employees.

### Notes

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## ROLE PLAY 2

### Vendor Selection

**Directions** Evaluate the vendor selections presented then select the best option and offer your rationale in an oral presentation to the buyer.

**Situation:** Assume the role of assistant buyer for a regional chain of women's clothing stores. You work in the women's sportswear department. For several years the buyer (judge) has purchased cashmere sweaters from a vendor that labels the sweaters with the store's label. The sweaters have become a very successful fall and holiday selling item. The buyer (judge) normally buys the cashmere sweaters in the following styles, turtleneck, cardigan, crew neck, and V-neck. All sweaters are long-sleeved. The buyer (judge) usually purchases a mix of basic and fashion colors. It is now time to place this year's sweater order; however, the vendor has stopped making the cashmere sweaters. The vendor is now making the same styles and color mix in Merino wool. The buyer (judge) has located another vendor that produces the cashmere sweaters, but this is a new manufacturer and the store has no history of doing business with this vendor. Another vendor has been identified. This vendor produces the cashmere sweaters, but does not produce all of the styles the store carries, and because of limited production capabilities can supply only limited quantities of each style. The pricing for the cashmere sweaters is the same for each vendor. The retail price would be \$100 per sweater. The price for the Merino wool sweaters is \$60 per sweater. The buyer (judge) has explained this purchasing dilemma to you and asked for your thoughts about selecting a vendor for this year's sweaters.

**Activity:** You are to evaluate the vendor selections and make a recommendation to the buyer (judge). Be sure to offer a rationale for your vendor selection.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Select vendors.
2. Evaluate vendor performance.
3. Explain the nature and scope of purchasing.
4. Demonstrate systematic behavior.
5. Make oral presentations.

### Notes

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Student

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## ROLE PLAY 3

### Transportation

**Directions** Create and interpret data from a chart. You will use your writing skills to provide the information required for the chart. You will also use your communication skills when you explain the information you provide in your chart.

Assume the role of consultant for a marketing consulting firm. Your company works with a large variety of businesses. Your clients vary greatly in both the types of products and services they sell and the size of the companies. One thing that all your clients have in common is that they want to save as much money as possible on shipping charges without compromising the timeliness of deliveries. This applies for both inbound and outbound shipping. There are several new consultants at your firm who are not familiar with the various transportation types. Your manager has asked you to devise a system that will help the new consultants understand the types of transportation.

**Activity:** Create a chart to describe the advantages and disadvantages of the four major types of shipping: truck, rail, water, and air. Once you have completed the chart, explain the advantages and disadvantages of the shipping options to the new consultants (judges) at your office. Explain how using your chart can help your colleagues as they make their transportation recommendations.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Select the best shipping method.
2. Explain distribution issues and trends.
3. Explain the nature and scope of channel management.
4. Prepare simple written reports.
5. Make oral presentations.

### Notes

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## ROLE PLAY 4

### Flower Shop

**Directions** Explain the receiving process and merchandise handling to a new employee. Your communication skills must be sharp and clear. You must also remember your interpersonal skills as you orient the new employee about job tasks. Use your writing skills as you make notes for your explanation to the new employee.

Assume the role of manager of a flower shop. Your shop carries fresh cut flowers, flower arrangements, live houseplants, and merchandise related to flower care. Some of the related items that your shop sells are decorative pots, watering cans, gardening tools for indoor plants, and vases.

You are preparing for the very busy prom and Mother's Day season. You have just received several large orders. The orders are in your stock room, where they are waiting to be processed. The boxes contain a wide assortment of the merchandise your store sells. Among the new stock are two cartons of ceramic pots, three boxes of glass vases, three flats of live pansy plants, six boxes of assorted live houseplants, and two boxes of fresh roses. You are currently training a new employee. You recognize that this would be a good opportunity to train the employee about the receiving process and the correct way to handle incoming merchandise.

**Activity:** Explain the receiving process to the new employee (judge). Your explanation should cover the correct handling and processing of merchandise. You should also review how to prioritize which merchandise to check in first and the proper storage of the different kinds of merchandise. Make notes before you begin the verbal explanation.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Explain stock-handling techniques used in receiving deliveries.
2. Identify factors affecting a business's profit.
3. Make oral presentations.
4. Orient new employees.
5. Demonstrate systematic behavior.

### Notes

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# INTERNSHIP CONNECTION 1

## IDENTIFY PURCHASING SKILLS

We are all somewhat familiar with the buyers job for retail stores. Did you know that there are buyers for many other types of businesses? The Internship Activity for this unit will have you research several businesses to determine the types of products they purchase.

### Internship Activity

For this activity you will select five different businesses in your community to research. You may use the Internet, library resources, or other resources you can access. Determine two different types of items that are purchased by each business and determine if those products are for resale or for other use. Then determine the types of skills and knowledge that are necessary for the buyer of each. For instance, a retail-clothing store purchases jeans for resale. That purchase requires knowledge of the store's target market and of clothing trends. That same clothing store also purchases computer register terminals that are not for resale. The computer register terminals require special knowledge of computers and data processing. You can use this knowledge you gain from this activity to help you determine what type of purchasing internship would best suit your interests, skills, and career goals.

### Notes

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Student

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# UNIT 8 Pricing

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## INTRODUCTION

This unit has covered the important areas of pricing, price planning, and pricing strategies. This unit has also taught you how prices are adjusted and how to calculate markup and markdowns. Pricing discounts are also discussed in this unit along with instruction about their calculations.

### Why It's Important

The pricing function is one of the most basic components of marketing. Marketers must set prices for the goods and services they sell. If prices are set too high for the target market then the goods and services do not sell. If prices are set too low for the target market then the goods and services still do not sell the way they should. The right price for the right items is the key to sales and making a profit.

## COMPETITIVE EVENT PRACTICE PREVIEW

The role play situations for this unit will have you use your presentation skills. To complete one role-play situation you will use a word processing program to enhance a presentation. You will use your math skills to complete the other. Both require you to use your best grammar and business vocabulary in conjunction with your presentation skills.



Student

Date

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## ACADEMIC WARM-UP EXERCISE 2

### Purchase Your Stock

**Directions** Calculate the total cost and complete the purchase order below.

You are an employee of a souvenir and gift shop at a beach resort. Your store manager has asked you to calculate how much it will cost to purchase items from a local vendor. The local vendor is known for creative and fun beach attire. The store manager would like to purchase tote bags that feature colorful, beach-themed appliques, beach hats that coordinate with the bags, and other beach-related attire and accessories. Because the souvenir shop is a business that will re-sell the goods, there is no tax on the order. What will be the total amount for the items?

Beachside Treasures Purchase Order			
Quantity	Item	Cost per Item (\$)	Total Cost (\$)
12	Tote Bags	7.25	
18	Beach Hats	6.50	
10	Beach Cover-Ups	16.40	
8	Bandannas	4.15	
14	Shell Necklaces	4.70	
10	Picnic Blankets	26.20	
12	Beach Towels	13.45	
10	Sand Castle Kits	8.25	
8	Sunglasses Cases	8.20	
		TOTAL	\$

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## ROLE PLAY 1

### Father's Day Gift Baskets

**Directions** Prepare notes for a staff meeting presentation about pricing bundling.

**Situation:** Assume the role of assistant manager of a gourmet food store. Your store enjoys a brisk business in hand-made chocolate candy, specialty coffees and teas, and other food items. The store also carries related accessory items such as designer ceramic coffee mugs, plates, candy dishes, and other novelty items. Father's Day is approaching. You have decided to create gift baskets that feature some of your best selling merchandise. You have determined that this will be an opportunity to add a few of your slower selling items as part of the baskets. The pricing of the gift baskets will reflect bundle pricing. You are going to introduce the gift baskets to the staff at an upcoming staff meeting. You are to make the concept of price bundling part of your presentation to the staff.

**Activity:** Make notes for your presentation at the staff meeting. You will briefly explain that the store will be selling Father's Day gift baskets then explain the bundling pricing information.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Describe pricing strategies.
2. Explain factors affecting pricing decisions.
3. Adjust prices to maximize profitability.
4. Prepare simple written reports.
5. Participate in a staff meeting.

### Notes

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## ROLE PLAY 2

### End of Season Sale

**Directions** Use your knowledge of pricing math to complete the discount calculations for this situation.

**Situation:** Assume the role of part-time employee of a junior department store. The store sells brand name and designer brands at off-price. The merchandise in the store is all first quality although some items may be past season. One of your employee benefits is a 20 percent discount on all purchases. The store is now having one of its end of season sales. During this sale regular low prices are reduced for quick sale to make room for new merchandise. The sale lasts for one day only. You have been saving your money to take advantage of the low prices. Employee discounts are taken after the new selling price is determined. Below is a list of the items you plan to purchase. You have \$225 to spend.

**Activity:** Using the information below you are to compute the new selling prices for the items you plan to purchase and your employee discount. Then total the entire purchase, including sales tax of 8.25 percent. Once you have completed your computations you will explain how you arrived at the new selling prices to a co-worker (judge).

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Determine discounts and allowances that can be used to adjust base prices.
2. Determine cost of product (breakeven, ROI, markup).
3. Develop personal budget.
4. Demonstrate systematic behavior.
5. Prepare simple written reports.

Item	Sale price	Additional sale discount	Employee discount	Final price

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## ROLE PLAY 3

### Stocking Up

**Directions** Complete the order form. The math functions you will use are multiplication and addition. Each line on the order form can be treated as a separate multiplication problem. Once those are completed, total the amount of the separate lines.

Assume the role of assistant manager for a garden supply store. The store was recently purchased by a landscape architect. The garden supply store is located near a busy highway and is convenient to a rapidly expanding suburban area. Before the purchase, the store was owned and operated for more than 40 years by members of the same family. The business was neglected for the past few years and has not been very profitable. One manifestation of that neglect is that the garden store's inventory is almost totally depleted in all merchandise categories, especially basic tools. The store's new owner has placed an order for basic garden tools. Because of budgeting concerns, the store's owner wants you to complete the extensions for the order and total the order. Shipping costs and discounts will be considered later.

**Activity:** Carefully compute the total amount of the order, using the lines below for your calculations, and fill in the extensions. Once you have completed the order form, you will present the order to the store's owner (judge) to review.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Set prices.
2. Explain factors affecting pricing decisions.
3. Follow oral directions.
4. Demonstrate systematic behavior.
5. Prepare simple written reports.

### Notes and Calculations

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## ROLE PLAY 4

### Fore!

**Directions** Determine how much a new business should charge for renting out golf clubs. There are no specific costs or prices provided. You must determine the various factors that contribute to the costs of operating the business. Those costs will affect your pricing decisions. You will need to use your math skills to calculate the price ranges and critical thinking to determine your solution. You will need to present your solution in an organized and orderly manner, with correct grammar and vocabulary.

Assume the role of partner in a start-up company that will rent golf clubs. Your target market is wealthy, avid golfers who travel often, either on business or for pleasure. Your plan is to offer these traveling golfers the convenience of playing with professional-quality clubs in pristine condition without having to bring their personal clubs with them. Customers can rent the same clubs that they already own, use the newest clubs on the market, or test out clubs that they have wanted to try. You also plan to offer your customers the additional convenience of delivering the golf clubs they select to their hotel or their preferred golf course. Reservations and customer service will be conducted primarily through the company's Web site. Golfers will reserve their selections online at least 48 hours before they wish to have the clubs delivered. You and your partner have rented a small space in an industrial park to store the golf clubs and operate the business.

**Activity:** You must determine the price ranges that your company will charge for this unique service. You must also explain the factors that have led you to your pricing decisions. You will explain your pricing ideas to your partner (judge).

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Explain factors affecting pricing decisions.
2. Determine cost of product (breakeven, ROI, markup).
3. Set prices.
4. Select approach for setting a base price (cost, demand, or competition).
5. Explain the nature of overhead/operating costs.

### Notes and Calculations

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# INTERNSHIP CONNECTION 1

## RESEARCH BUSINESS PRICING POLICIES

As you have already learned, pricing is one of the four Ps of the marketing mix. Establishing the right price for goods and services is of vital importance to the success or failure of a business. You have learned that different businesses establish prices in different ways. This Internship Activity will have you look at different businesses to learn how each establishes its pricing policies.

### Internship Activity

For this Internship Activity you will do some research about how different types of businesses establish their pricing policies. You will select local businesses for your research. Select five different businesses from the types listed below. Then contact each business to determine how they set their pricing policies and what type of pricing they use. Once you have completed your research you will present your findings in a report. Use your findings to help you decide if an internship or career in pricing is one that appeals to you.

Business	Type of Pricing
Hair salon/Barber shop	
Clothing store	
Grocery store	
Restaurant	
Dry cleaners	



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# **UNIT 9** Marketing Information Management

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## **INTRODUCTION**

In this unit you learned about marketing research. You learned about the kinds of information businesses gather to help them make decisions. This unit also presents the different kinds of marketing research and the uses of each.

### **Why It's Important**

Customers' tastes change and so do the merchandise and services they want to purchase. Successful businesses keep in touch with their customers' changing wants and needs. One of the ways they do this is through marketing research. Businesses use marketing research as a tool to constantly evaluate their position in the market and with their customers.

## **COMPETITIVE EVENT PRACTICE PREVIEW**

The activities for the role play situations in this unit require you to use your knowledge of media research and developing questions for a customer survey. Both of these activities will have you use your best business vocabulary and language skills. You will use your writing skills to make notes for a presentation and when developing questions for the survey.



Student \_\_\_\_\_

Date \_\_\_\_\_

Class \_\_\_\_\_

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## ACADEMIC WARM-UP EXERCISE 2

### Measure Customer Satisfaction

**Directions** Explain the four types of marketing research.

You are a newly hired employee of a small, local bank. Your bank manager would like to conduct some informal research about customer satisfaction with the bank's products, services, and customer service. The bank manager has no idea how to get this information. She knows that you are studying marketing and has asked you for some information about conducting marketing research. Explain the four types of marketing research and the importance of conducting this kind of research. Use the space below to organize your ideas. Once you are ready, present your results to the bank manager.

Attitude Research \_\_\_\_\_

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Market Research \_\_\_\_\_

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Media Research \_\_\_\_\_

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Product Research \_\_\_\_\_

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## ROLE PLAY 1

### Handyman Service

**Directions** Make notes about the use of media research to improve a business's advertising.

**Situation:** Assume the role of assistant manager of a handyman service business. The services provided by the business include painting, carpentry, repairs to drywall, and similar services that a homeowner might require. The owner of the business (judge) has been advertising the business's services through a shopper type newspaper. The ads include a coupon for first-time customers and are general in nature. The ads do not list the specific services available. The trading area of the business is one that is experiencing a lot of growth. There are new homes being built that are housing families with young children. The business owner (judge) feels that business volume has not kept up with the growth in the area. The business owner (judge) also feels that the current advertising is not doing its job. The business owner (judge) has asked for your thoughts about the use of media research to improve the advertising and help increase business volume.

**Activity:** You are to prepare your recommendations about improving business volume through the use of advertising. Explain the use of media research to the business owner (judge). Prepare notes for your meeting with the business owner (judge) where you will present your information about media research.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.).
2. Identify company's unique selling proposition.
3. Identify ways that technology impacts business.
4. Explain the nature of marketing research in a marketing-information management system.
5. Make oral presentations.

### Notes

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## ROLE PLAY 2

### Genetically Altered Produce

**Directions** Make recommendations about types of questions to ask on a customer survey then develop five questions for the survey.

**Situation:** Assume the role of produce manager for a large supermarket. The store offers a full range of grocery products and your produce department features a large selection of fresh fruits, vegetables, and herbs. The store’s nearest competitor is an upscale grocery store with a produce department that sells only organic produce. The store manager (judge) has heard of certain items of produce that come from genetically altered plants. The produce from those plants is more consistent in size, flavor, and color than produce from plants that are not genetically altered. Both you and the store manager (judge) have heard of the controversy that surrounds this type of produce. Before the store considers carrying this type of produce the store manager (judge) would like to conduct attitude research to determine customers’ acceptance or non-acceptance of produce from genetically altered plants. The store manager (judge) wants a survey developed that will help store management make a decision about this produce.

**Activity:** You are to make recommendations about the types of questions to use in the customer survey then develop at least five questions for the survey.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Conduct an environmental scan to obtain business information.
2. Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length, layout).
3. Identify information monitored for marketing decision-making.
4. Prepare simple written reports.
5. Make oral presentations.

### Notes

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## ROLE PLAY 3

### Mystery Shopper

**Directions** *Develop questions that can help determine employee performance in the area of customer service. Use your writing skills to write the questions. You will use your presentation skills as you explain your questions.*

In this situation, you are an employee in the human resources department of a regional clothing chain. The chain has 50 stores in the region and carries clothing for women in the target market of 18–25 years of age. The human resources manager has asked for your help working with the company’s mystery shoppers. Mystery shoppers are customers who evaluate the performance of store employees. The employees are unaware that their actions are being reported. Once her shopping is complete, the customer responds to a questionnaire about her shopping experience.

**Activity:** Develop a four-question survey that will measure the general level of customer service, including employee friendliness and helpfulness. Once you have developed your survey questions, explain your choice of questions and why you feel responses to them will provide the information that is required. Explain your choices to the human resources manager.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Assess information needs.
2. Obtain needed information efficiently.
3. Identify information monitored for marketing decision-making.
4. Prepare simple written reports.
5. Describe methods to design research studies.

### Notes

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## ROLE PLAY 4

### Fragrance

**Directions** Determine what types of marketing information will be needed before recommending whether or not a product should be discontinued. You will need your analytical skills to determine which types of marketing information will be useful in the decision-making process. You will also need to use your writing skills as you record your recommendations for marketing information needs. You will be using your verbal language skills when you make your report.

Assume the role of an employee in the product planning division of a cosmetics company. Your company has followed a policy of introducing a new fragrance approximately every three years. In order to prevent the fragrance offerings from becoming too large, the company periodically discontinues one of its fragrances. Your product mix now consists of eight different fragrances and accompanying products, such as perfumed moisturizing lotions. Sales information indicates that two of your older fragrances are suffering from a lack of sales growth. Still, both fragrances enjoy a loyal following among their users. Advertising has been discontinued for both fragrances. This might be the time to recommend that one of the older fragrances be discontinued.

**Activity:** Determine the type of marketing and product information you will need to decide whether one of the fragrances should be discontinued. Explain your recommendations to your department manager (judge):

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Assess information needs.
2. Identify information monitored for marketing decision making.
3. Obtain needed information efficiently.
4. Monitor internal records for business information.
5. Make oral presentations.

### Notes

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# INTERNSHIP CONNECTION 1

## DISCOVER HOW BUSINESSES USE MARKETING RESEARCH

Marketing research is an area of marketing that has great appeal for many people. You can gain some experience in marketing research by preparing survey questions for the role play situations in this unit. Your teacher may assign a marketing research activity as a class assignment. There are many opportunities to gain some initial experience in the area of marketing research before you decide if an internship in this area is one that would benefit you.

### Internship Activity

Businesses of all types and sizes conduct marketing research. Those businesses might conduct their marketing research on a formal or informal basis. For this Internship Activity you will need to schedule an interview with your employer. You will discuss with your employer how he/she uses marketing research for his/her business and the types of information gathered from the marketing research. You will also ask how he/she uses the information learned from marketing research to make business decisions. Prepare at least four questions for your discussion with your employer. Remember that some businesses conduct marketing research very informally so be prepared for that possibility. Include in your questions one about whether marketing research information could help with a current business situation. You can then offer to assist with that marketing research.

Bring with you any marketing research activities you have completed for class work, DECA competitive event preparation, and the questions you formulated for Role Play 2 of this unit. Although this is not a formal marketing research activity, it will provide you with a good experience in that area.

### Notes

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# UNIT 10

## Product and Service Management

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### INTRODUCTION

In this unit you learned about product planning and product development. You also learned about branding, labeling, and packaging. This unit also covered product and service warranties and the important topic of consumer credit.

#### Why It's Important

Effective product planning and product development can make a real difference in a business's bottom line: profit. Branding is of major importance to a business because brand identification reinforces the product or service message in the customer's mind. Packaging and labeling are factors in branding, too. Warranties and guaranties are important to customer ease of mind about purchases, especially expensive ones. Consumer credit is important to businesses and to consumers. Credit often makes large purchases possible for customers and generates larger sales for businesses.

### COMPETITIVE EVENT PRACTICE PREVIEW

The role play activities for this unit require that you use your presentation skills to explain marketing concepts. You will use your marketing knowledge to explain product modifications. You will use a presentation software program to enhance your presentation to a customer. In both of these situations you will need to use your best grammar and business vocabulary.





Student

Date

Class

Teacher

## ROLE PLAY 1

### Product Modification

**Directions** Make notes for a presentation to explain product modification and recommend specific additions.

**Situation:** Assume the role of marketing department employee for a company that manufactures specialty bakeware. The company is known for producing quality pans for baking cakes and muffins. The company is very successful with this limited product line. Last spring the company introduced its first new pan in five years. This pan is designed so that when the cake is baked there is a flower design on top. Because the cake is decorative there is no need for the home baker to spend time frosting and decorating the cake. The pan was an immediate success and continues to sell very well. You want to capitalize on this success by introducing new cake pan designs. You are to meet with the marketing director (judge) to discuss your ideas for this product modification.

**Activity:** Prepare for your meeting with the marketing director (judge) by making notes to explain product modification and make specific recommendations for designs that could be added.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Explain the concept of product mix.
2. Explain the nature and scope of the product/service management function.
3. Describe current business trends.
4. Generate product ideas.
5. Determine initial feasibility of product idea.

### Notes

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## ROLE PLAY 2

### Labels

**Directions** Use a presentation software program to make a presentation that will explain the three kinds of labels.

**Situation:** Assume the role of employee of a company that helps businesspeople market their products and services. You have been working with a customer (judge) who has developed a line of gourmet popcorn products. The customer (judge) has made some tentative marketing decisions about the products, but is unsure about the labeling for the popcorn. You will be meeting with the customer (judge) later today to discuss labeling for the popcorn products.

**Activity:** Use a software presentation program to prepare your explanation about the three kinds of labels. You will use the presentation to enhance your presentation to your customer (judge).

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Describe factors used by businesses to position corporate brands.
2. Explain the nature of product/service branding.
3. Develop strategies to position product/business.
4. Prepare simple written reports.
5. Make oral presentations.

### Notes

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## ROLE PLAY 3

### Package Design

**Directions** *Research and prepare a written report about package design. You will use your writing skills to compile the report. Then, use your language and presentation skills to present your report to your supervisor.*

Assume the role of an intern at an advertising agency. The account executive you are assigned to is currently working on a project to redesign the packaging for a well-known laundry detergent. The laundry detergent has been on the market for over 50 years. It has been advertised extensively on TV and is a staple in many homes across the nation. The manufacturer of the laundry detergent feels that the packaging is in need of some minor adjustments. These packaging adjustments must be made in a manner that will not destroy the product recognition achieved over many years. While the account executive studies this problem, you are to do some research about packaging.

**Activity:** The account executive (judge) has assigned you the task of studying the six functions of packaging and preparing a report that will include information about each of the six functions. When you have completed your report, present your findings to the account executive.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Describe factors used by businesses to position corporate brands.
2. Explain the nature and scope of the product/service management function.
3. Explain the nature of product/service branding.
4. Make oral presentations.
5. Organize information.

### Notes

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## ROLE PLAY 4

### Mountain Resort

**Directions** *Make recommendations for the addition of guest amenities to a hotel resort. Use your language skills to make your recommendations. You must also use proper grammar and appropriate vocabulary.*

Assume the role of a partner in a hotel venture. You and your partner have recently purchased a mountain resort property that is more than 100 years old. The property has been in the ownership of one family for most of that time. While the Victorian-style hotel and other lodging facilities have been well maintained, the product and service offerings are very much out of date. The resort currently has three tennis courts, walking paths, guest access to a nearby public golf course, a swimming pool, and a restaurant. Through the years, the resort's main attraction has been the spectacular view. You and your partners recognize that today's guests want more from a resort property than scenery. In order to attract new guests to the resort, the guest amenities will have to be updated. Some of the amenities under consideration are a spa, an exercise room, a nail salon, and a gift shop. There is funding enough to add only two of the guest amenities under consideration.

**Activity:** Determine which guest amenities you would recommend adding to the resort's offerings. Recommend those that you feel will do the most to attract new guests to the resort. Make your recommendations to your partners (judges) and justify your choices.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Explain the concept of product mix.
2. Determine initial feasibility of product idea.
3. Explain how organizations adapt to today's markets.
4. Describe current business trends.
5. Make oral presentations.

### Notes

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# UNIT 11 Entrepreneurship and Finance

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## INTRODUCTION

This unit covers material about entrepreneurship—owning your own business. The unit also deals with information that teaches you about handling risks that all businesses face. You also learned about developing a business plan and obtaining financing for a business.

### Why It's Important

Many people dream of owning their own business. Learning as much as possible about entrepreneurship will enhance your chances of starting a successful business. Developing a business plan is an essential part of getting started in any business. A carefully developed business plan will help you obtain financing for your proposed business and move along the path to success.

## COMPETITIVE EVENT PRACTICE PREVIEW

The role play situations for this unit require you to use your presentation skills. Those skills include your business vocabulary and best grammar. You will use presentation software to explain the steps to establish a business. You will use your verbal skills to make an explanation about business risks.



Student \_\_\_\_\_

Date \_\_\_\_\_

Class \_\_\_\_\_

Teacher \_\_\_\_\_

## ACADEMIC WARM-UP EXERCISE 2

### Invest in a Business

**Directions** Explain the different types of business ownership.

You are assistant manager of a small bookstore that specializes in rare and out-of-print books. The bookstore is operated as a sole proprietorship. The bookstore's main competition is another bookstore across town in a rapidly expanding area. Your competitor carries only a few rare books and sells more current offerings in both fiction and nonfiction. The owner of this competing bookstore has decided to retire and sell his bookstore. Your bookstore's owner has been offered the first option to purchase the competing store. He is interested, but would have to borrow the money to do so or take a partner. You have saved your money and are interested in forming a partnership. You would also be willing to invest your money if the owner decides to incorporate the business. Explain to the bookstore owner the advantages and disadvantages of each form of business organization. Use the chart below to explain your answers.

### Forms of Business Organization

#### Sole Proprietorship

Advantages	Disadvantages

#### Partnership

Advantages	Disadvantages

#### Corporation

Advantages	Disadvantages

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## ROLE PLAY 1

### Establishing a Business

**Directions** Use presentation software to prepare a presentation about the legal steps to establish a business.

**Situation:** Assume the role of employee in the small business department of a local bank. Your supervisor (judge) will be making a presentation to prospective business owners about the legal steps necessary to establish a business. Your supervisor (judge) has asked you to prepare the presentation using presentation software. Your supervisor's (judge's) audience will be composed of people who would like to start a wide variety of businesses in all the forms of business organization. You will have to include the different types of business organizations as you prepare the presentation.

**Activity:** You are to prepare the presentation about the legal steps to establishing a business using presentation software. You are to review the presentation with your supervisor (judge) once you have completed it.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Describe legal issues affecting businesses.
2. Determine the relationship between government and business.
3. Demonstrate basic presentation applications.
4. Demonstrate systematic behavior.
5. Make oral presentations.

### Notes

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## ROLE PLAY 2

### Flower Shop

**Directions** Explain to an employee about business risks and how to meet those risks.

**Situation:** Assume the role of owner of a flower shop located in a suburb of a major city. You have been in business for three years. The flower shop has been very successful and sales have exceeded your expectations. Valentine's Day is one of your biggest sales days of the year. You ordered flowers to fill the orders that you had and still have plenty to fill last minute and walk-in orders. An unexpected ice storm caused you to close on Valentine's Day. You were able to fill the orders you had and deliver them a day early. It is now the day after Valentine's Day and you still have the flowers you purchased to fill last minute and walk-in orders. In order to help reduce your losses you have decided to have a sale on the remaining flowers while they are still fresh. One of your employees (judge) asks how you can discount the flowers and still make a profit.

**Activity:** You are to explain to the employee (judge) about business risks and how they can affect businesses.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Explain the nature of risk management.
2. Determine factors affecting business risk.
3. Identify factors affecting a business's profit.
4. Demonstrate problem-solving skills.
5. Adjust to change.

### Notes

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## ROLE PLAY 3

### Handwoven

**Directions** Explain the purpose and use of business plans. Identify and explain the parts of a business plan. You will use your language and presentation skills. Don't forget that business grammar and vocabulary are important, too.

Assume the role of a bank loan officer. You are also the friend of an artist who weaves blankets by hand. The artist uses only the finest wool, which is purchased from a local sheep farm. The artist makes her own dyes from all-natural ingredients and dyes the wool herself. The finishing is also completed by hand. The blankets have become very popular and the artist sells all that she is able to produce. The blankets sell for a premium price, because they are so labor intensive to create. The artist has decided that in order to increase sales, the business will have to expand. The business currently operates from a large barn located on the artist's property. There is plenty of space there for expansion. The artist would have to hire and train helpers for both the dyeing and weaving parts of production. Another weaving loom would also have to be purchased. However, the artist does not want to expand so much that her blankets will be woven by machine. The artist has approached you for advice about the business expansion.

**Activity:** Explain to the artist (judge) the necessity for creating a business plan for the expansion. Explain what a business plan is and identify and clarify the major parts of a business plan.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Conduct an environmental scan to obtain business information.
2. Conduct market analysis.
3. Determine factors affecting business risk.
4. Make oral presentations.
5. Organize information.

### Notes

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Student

Date

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## ROLE PLAY 4

### Cruise Ship

**Directions** *Make a presentation about risk management. Use your writing skills as you prepare your written outline of your presentation. Use your language and presentation skills as you make your oral presentation.*

Assume the role of an employee of a cruise ship line. A terrible tragedy happened during one of your ship's recent Caribbean cruises. Some time during the pre-dawn hours, a passenger disappeared from the main deck. It is assumed that the passenger slipped and plunged into the sea. For various reasons, the accident was not reported for several hours. Needless to say, the resulting negative publicity has been a nightmare for your company. The company headquarters has issued strict instructions that all passengers are to be informed about the risks of cruise ships and about safety precautions passengers should observe while on deck.

**Activity:** Explain to the ship's crew (judge) the importance of dealing with shipboard risks. Stress the importance of observing sensible safety precautions. Outline your presentation before presenting it to the ship's crew.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Explain the nature of risk management.
2. Explain routine security precautions.
3. Follow safety precautions.
4. Explain procedures for handling accidents.
5. Make oral presentations.

### Notes

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# **UNIT 12** Employability and Career Development

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## **INTRODUCTION**

This last unit in *Marketing Essentials* presents information about identifying career opportunities that appeal to you, finding the right job for you, and then applying for that job. This unit also presents valuable information about interviewing for jobs.

### **Why It's Important**

The information in this unit is valuable because you can apply the information you learn to most job seeking situations. If you research jobs you can put the information you find to use when you determine which jobs have the most appeal to you. Those facts also provide information that will help you be realistic about jobs for which you have the best qualifications.

## **COMPETITIVE EVENT PRACTICE PREVIEW**

The role-play activities for this unit both require that you use your best writing skills. You will also use your presentation skills as well as business vocabulary and grammar in oral presentations.

Student

Date

Class

Teacher

## ACADEMIC WARM-UP EXERCISE 1

### Choose a Career

**Directions** Use presentation software to prepare a presentation about the six steps of the career choice process.

You work for a company that specializes in career and job counseling. Your company assists its clients with all aspects of their search from selecting a career to interviews and follow-up once they begin a new job. You are going to make a presentation to a high school marketing class about choosing a career and the steps that they should consider that would assist them in making this important decision. Use a presentation software program to enhance your presentation. Your presentation should list and explain each of the six steps of the career choice process.

### Notes

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Student

Date

Class

Teacher

### ROLE PLAY 3

#### Job Interview

**Directions** Prepare an oral presentation about job interviewing skills. Use your writing, language, and presentation skills. It is important to use your best grammar and professional business vocabulary during this presentation.

Assume the role of an employee for a company that specializes in career counseling. Part of your job is to make presentations to school groups. Your company offers your services as a community service and in hopes that after hearing you speak, students may hire your firm to help them with their career options. You are scheduled to speak to a group of high school seniors. Your topic will be preparing for job interviews. Include tips on dress and grooming, and discuss questions that will probably come up in the interview. Talk about proper conduct during a job interview and appropriate follow-up after the interview.

**Activity:** Outline the information you plan to present. Once your outline is complete, review your presentation with your supervisor (judge). Use the space below to prepare your presentation outline.

#### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Interview for a job.
2. Write a follow-up letter after a job interview.
3. Prepare simple written reports.
4. Make oral presentations.
5. Analyze employer expectations in the business environment.

#### Preparing for a Job Interview

1. Dress and Grooming \_\_\_\_\_  
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 \_\_\_\_\_  
 \_\_\_\_\_  
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Student

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Class

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## ROLE PLAY 4

### Nail Salon

**Directions** Use your verbal skills to make a presentation that will convince a business owner of the importance of knowing the latest trends. You must also convince the business owner that attending a trade show will help you stay on top of trends, as well as learn new skills and techniques. As with all the other case studies, you must use correct grammar and proper vocabulary during your presentation.

Assume the role of a nail technician working for a small salon that offers manicures, pedicures, and acrylic nail services. The salon also carries a line of nail polishes, related nail care products, and hand and foot lotions. The salon enjoys a brisk business by accepting appointments and welcoming walk-in traffic. Most of the nail technicians are fully booked on most days. You have learned that your city will host a major trade show for nail care professionals. The trade show will feature seminars teaching the latest techniques and booths where vendors will demonstrate their latest products. The problem is that because business is so good, the salon owner is reluctant to give you the time off to attend the trade show and risk turning away customers on that day.

**Activity:** Explain to the salon owner (judge) the importance of attending this trade show. You must also explain the importance of knowing new business trends, the most advanced techniques, and the latest products. Clarify how being knowledgeable about new business techniques and products will increase customer satisfaction and generate new business.

### Evaluation

Your evaluation will be determined by your demonstration of the following performance indicators:

1. Explain the need for ongoing education as a worker.
2. Identify skills needed to enhance career progression.
3. Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows, and mentors).
4. Persuade others.
5. Make oral presentations.

### Notes

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Student \_\_\_\_\_

Date \_\_\_\_\_

Class \_\_\_\_\_

Teacher \_\_\_\_\_

# INTERNSHIP CONNECTION 1

## PREPARE REFERENCES

Internships, especially paid internships, are much in demand and the process of getting one is highly competitive. The internship activities in this book can help you compile useful portfolio items and information that can give you a competitive edge. The final steps in the process are updating your résumé and assembling a list of references. It is important that you have current and accurate contact information for your references. You must also contact your potential references to get their permission to use them as references.

### Internship Activity

Your activity for this unit is to assemble the personal references that you need to help complete your résumé. Your résumé will state “References available on request.” Once a prospective internship employer is serious about hiring you, he or she will want to check your references. Three references is the usual number employers expect you to provide. You should provide one reference that is someone for whom you have worked. You should also provide a current or former teacher. The third reference could be someone who knows you personally who is not a relative. A neighbor who is also a businessperson is a good choice. Contact your potential references and ask their permission to be included as a reference for you. Then compile the contact information for each reference below so it is readily available when you need it.

Name \_\_\_\_\_

Address \_\_\_\_\_

Company/position \_\_\_\_\_

Phone \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Company/position \_\_\_\_\_

Phone \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Company/position \_\_\_\_\_

Phone \_\_\_\_\_

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## INTERNSHIP CONNECTION 2

### WRITE A THANK YOU LETTER

Applying for internships involves a process that is very similar to applying for a job. You must complete all of the steps to be successful. You will have completed a job application, written a cover letter, prepared a resume, and completed the interview. There is still one step left to take. You will write a thank you letter for the interview.

#### Internship Activity

This Internship Activity is to write a thank you letter for an internship interview. Use the space below to write a letter that follows the format for a business letter. Your thank you letter will reconfirm your interest in the internship. This letter can also contain any information that you forgot to mention during the interview that concerns your qualifications for the internship. Your thank you letter should be sent promptly after your interview.

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