MARKETING

Chapter 1

THE WORLD OF MARKETING

1. Identify a market in which a business would consider you as a potential customer. Why are you a part of their target market?
2. What is the main difference between consumer and organizational Markets?
3. Why are Consumers and Businesses are interested in products for different reasons? What are the different reasons?
4. Why is it important to identify a target market for a particular product?
5. Demonstrate the importance of target markets. Prepare a customer profile/target market description for a product of your choice.

Now change the customer profile/target market to reach a different audience. Explain the changes that must be made to entice the new market to buy.

1. The Campbell Soup company manufactures a variety of soups to meet the needs of different target markets. The Chicken Noodle soup ad targets moms with small children, while other soups are designed and targeted towards health conscious adults who are looking for low-sodium soups.

* Identify and describe TWO other products that meet the needs of different target markets.
* Describe how the two different marketing campaigns are designed to reach the different target markets.