

### Activity 1 • Publicity

**Directions:** Stories about major businesses are often published in local newspapers. Review several recent issues of the newspaper for your community. Locate a story about a business operating in your community. Based on the article, answer the following questions.

1. What is the name of the business? \_\_\_\_\_  
\_\_\_\_\_
2. Where does the business operate? \_\_\_\_\_  
\_\_\_\_\_
3. What is the good or service produced by the company? \_\_\_\_\_  
\_\_\_\_\_
4. What event caused the article? \_\_\_\_\_  
\_\_\_\_\_
5. Will this article create goodwill among consumers? \_\_\_\_\_  
\_\_\_\_\_
6. Did the company want this information released? Explain. \_\_\_\_\_  
\_\_\_\_\_

### Activity 2 • Sales Promotions

**Directions:** Use a current publication. Find a sales promotion in the magazine or newspaper. Use the information to answer the following questions.

1. What is the name of the business sponsoring the promotion? \_\_\_\_\_  
\_\_\_\_\_
2. Where does the business operate? \_\_\_\_\_  
\_\_\_\_\_
3. What is the good or service produced by the company? \_\_\_\_\_  
\_\_\_\_\_
4. Who is the target market for the good or service? \_\_\_\_\_  
\_\_\_\_\_
5. How is the promotion appropriate for the business? \_\_\_\_\_  
\_\_\_\_\_
6. Do you think the promotion will increase the company's profits? Explain. \_\_\_\_\_  
\_\_\_\_\_

### Activity 1 • Advertising Objectives

**Directions:** An advertising objective is made up of several parts: (1) the specific message the plan should communicate, (2) the target audience, and (3) the time period in which the goal should be accomplished. Advertising objectives should be very specific and you must be able to measure the success achieved to know when your goal has been accomplished. Identify the parts of the following objectives.

1. Attract 1,000 new library card holders between the ages of five and ten during January.  
Message: \_\_\_\_\_  
Target Audience: \_\_\_\_\_  
Time Period: \_\_\_\_\_  
Measurement Method: \_\_\_\_\_
2. Sell 10 percent more floral arrangements to Plainville residents in June.  
Message: \_\_\_\_\_  
Target Audience: \_\_\_\_\_  
Time Period: \_\_\_\_\_  
Measurement Method: \_\_\_\_\_
3. Increase repeat purchases of store brand goods by 15 percent in the next year.  
Message: \_\_\_\_\_  
Target Audience: \_\_\_\_\_  
Time Period: \_\_\_\_\_  
Measurement Method: \_\_\_\_\_
4. Sell 120 memberships to individuals referred by existing members in the next six months.  
Message: \_\_\_\_\_  
Target Audience: \_\_\_\_\_  
Time Period: \_\_\_\_\_  
Measurement Method: \_\_\_\_\_
5. Increase income for the service department by 20 percent next year by encouraging owners of the Convertible Racer to make four maintenance visits each year.  
Message: \_\_\_\_\_  
Target Audience: \_\_\_\_\_  
Time Period: \_\_\_\_\_  
Measurement Method: \_\_\_\_\_

### Activity 2 • Developing the Plan

**Directions:** Personal computers (PCs) are continually manufactured in smaller and more powerful versions. The newest generation of PCs is a palm-sized version of day planners with computer and memory capabilities. Many companies, including IBM and Apple, have introduced versions of these tiny computers. You work for a competitor of these companies. Your company has developed a handheld PC named *Palm Power*. It has a color screen that is not available on competitors' models, but is priced 15 percent higher. Develop an advertising plan for your company's version of this PC.

### Activity 1 • Risk and the Marketing Functions

**Directions:** Risk enters into all marketing activities. In order to understand the interrelationships between risk and the marketing functions, list as many areas of risk for each of the following marketing functions as you can.

Marketing Function	Description of Activities
Product/Service Management	
Purchasing	
Selling	
Financing	
Promotion	
Risk Management	
Distribution	
Pricing	
Marketing-Information Management	