

#9676

THAT'S MARKETING: UNDERSTANDING CONSUMER BEHAVIOR

LEARNING SEED COMPANY, 1999
Grade Levels: 7-10
23 minutes

DESCRIPTION

The Mouse-Ex Company is losing business when the marketing director steps in and gives the bosses a lesson in how marketing really works. Explains market segmentation, positioning, variable pricing, packaging, branding, and tie-ins.

ACADEMIC STANDARDS

Subject Area: World History – Era 9 – The 20th Century Since 1945: Promises and Paradoxes

- ★ Standard: Understands the search for community, stability, and peace in an interdependent world
 - Benchmark: Understands the emergence of a global culture (e.g., connections between electronic communications, international marketing, and the rise of a popular "global culture" in the late 20th century; how modern arts have expressed and reflected social transformations, political changes, and how they have been internationalized) (See Instructional Goal #1.)

Subject Area: Language Arts - Media

- ★ Standard: Understands the characteristics and components of the media
 - Benchmark: Understands the relationship between media and the production and marketing of related products (e.g., how and why books are reissued in conjunction with film releases; how the target audience for a film determines the range of products marketed and this marketing in turn helps shape the film) (See Instructional Goal #2.)



INSTRUCTIONAL GOALS

1. To depict the role of marketing in our country and our world.
2. To introduce the relationship between media and the production and marketing of related products.
3. To illustrate typical historical and modern marketing tactics.

VOCABULARY

1. ad
2. advertising
3. brand
4. consumer
5. fare
6. illusion
7. manufacture
8. market
9. marketing
10. product
11. satisfied
12. value
13. willing

BEFORE SHOWING

1. List products that are marketed. Describe ways that marketing influences personal buying habits.
2. Consider ways to identify and evaluate marketing techniques.

AFTER SHOWING

Discussion Items and Questions

1. What is marketing? What tools does it use?
2. How does customer perception influence marketing?
3. Why can two restaurants serve the same fish for different prices?
4. What is the difference between mass marketing and market segmentation in early car sales?
5. Why do companies sometimes advertise what people want (e.g., wings or freedom) instead of their product?
6. How do professional sports market their stars?
7. How has marketing repositioned products like blue jeans, cola drinks, athletic shoes, and milk?
8. How is pricing a marketing tool?
9. How are packaging and color marketing tools?
10. What everyday consumer items are still unbranded?
11. What are some examples of master brands?
12. Why do some schools sign contracts with brand name product companies? What are the pros and cons of the commercialization of schools?



Applications and Activities

1. Imagine you are part of a marketing team. Creatively plan to use the following tactics for your product: market segmentation, positioning, pricing, packaging, branding, and tie-in.
2. Choose a professional sport and find examples illustrating how it markets itself as exciting for spectators. Find examples of corporations who tie their names or products to a sport.
3. Suggest how the market for the following products or activities could be enlarged by repositioning: coffee, computers, public transportation, going to a movie, breakfast cereals, bicycles, and plastic surgery.
4. Evaluate if it is true that you get what you pay for.
5. Devise taste tests to illustrate the power of brand names to influence consumer judgment.

RELATED RESOURCES



- [Careers for the 21st Century: Marketing and Sales Occupations #8809](#)
- [Clothing Design and Manufacturing #9564](#)



World Wide Web

The following Web sites complement the contents of this guide; they were selected by professionals who have experience in teaching deaf and hard of hearing students. Every effort was made to select accurate, educationally relevant, and "kid safe" sites. However, teachers should preview them before use. The U.S. Department of Education, the National Association of the Deaf, and the Captioned Media Program do not endorse the sites and are not responsible for their content.



Federal Citizen Information Center

Pueblo,
Colorado

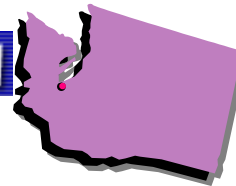
- **FEDERAL CITIZEN INFORMATION CENTER**

<http://www.pueblo.gsa.gov/>

Offers downloadable versions of government consumer information publications. Also includes a wide variety of related links and interesting puzzles and games under the category of "Fun Stuff".



Office of the Attorney General



- **TEEN CONSUMER SCRAPBOOK**

<http://www.wa.gov/ago/teenconsumer/>

A teen created site covering topics in consumer education. Includes transportation, housing, buying, and investing. Lists related websites and links for educators.

- **THE AMERICAN MARKETING ASSOCIATION**

<http://www.marketingpower.com/>

Site for business professionals working in the field of marketing. Includes information and resources on marketing skills, tools, and resources.

