

Guided Tour

Marketing, 13th edition, by Etzel, Walker and Stanton continues to be a popular, economy-priced, soft cover text for an introductory marketing course. This edition of the text is thoroughly revised, completely updated, and features in-text and boxed examples that highlight global issues, technology, ethics, and applied decision making, chapter-opening cases, and part-ending cases.

This edition of **Marketing** continues to take an in-depth look at current marketing issues including customer relationship management (CRM), database management, global marketing, marketing research, supply chain management, and

integrated marketing communications. This complete coverage not only provides you with the tools to learn effective marketing, but you will also find some of the finest supplements available in this course area. In all, this book and its package include everything you need to enter the successful world of marketing in a modern business environment.

Chapter Opening Cases

Each chapter begins with a contemporary case that introduces some of the concepts, strategies, and tactics covered in the chapter.

<p>Chapter</p> <h1>6</h1>	<h2>Market Segmentation, Targeting, and Positioning</h2>
<p>PART 2</p>	 <p><i>"But it's still an open question whether U.S. consumers will take to the Smart. Daimler's marketing team launched an intensive survey of the U.S. market to determine whether to bring the little car to the United States."</i></p>
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The Smart Car Is Short and Sweet, but Will It Sell?

Can DaimlerChrysler convince U.S. consumers that a car that gets 57 miles per gallon of gas is a good deal? Can it sell them on the notion that they can change the color of this new car in a snap, with nothing more than an extra set of resilient plastic side panels? Will consumers be attracted by the car's price, starting at around \$9,000? How about the fact that you can park it, literally, on a dime? Some parking garages even give it a 50% discount. After all, it's only 8 feet long.

DaimlerChrysler's tiny new Smart Car has been called an electric shaver on wheels. The three-cylinder two-seater got off to a slow start in western Europe and Japan—that's in sales, not speed: the car accelerates to 63 mph in under 20 seconds—but it's been rising in popularity since then, and the executive who heads the Smart venture has expressed high hopes for its success worldwide, including in the United States.

Begun as a cooperative effort between Swatch, the watch company, and Mercedes-Benz, the Smart Car became a project for Daimler (the maker of Mercedes) after Swatch pulled out. The car attracted a lot of attention when its first Paris dealership opened in 1998. (The name Smart is a combination of Swatch, Mercedes, and art.) But the high price, the U.S. equivalent of about \$11,000, drove most prospective buyers away. To make matters worse, Mercedes took the car out of production to improve its stability and maneuverability, changes that notched the price up even higher. First-year sales were well below projections, at only 80,000 vehicles. It's been estimated that it will take until

2005, or 11 years after the car was conceived, for the Smart to make a profit.

DaimlerChrysler refused to give up, however. The company bought out Swatch's interest, hired an executive to direct the project, wrote off its losses, and forged ahead. To get the marketing on track, the sales targets were reduced to a more reasonable level and the price was reduced. The firm also opened Smart showrooms in Japan, where consumers are known for their fondness for unusual designs.

And the tide is beginning to turn. Though many early buyers are wealthy folks who like the toylike aspect of the car, Daimler plans to stay the course and hopes that the novelty appeal will eventually give way to more general respect for the car's maneuverability and fuel economy. The firm now makes right-hand drive and left-hand drive models, and the car is available as coupe or convertible in a range of colors and options. All told, 13 different models are available, and more—including one with an electric-powered engine and four seats—are on the way. Buyers can put the car on a credit card or purchase it over the Internet; leases are also available.

With all that flexibility, sales picked up 25% in 2000 and, with dealerships in Italy, France, Germany, the Netherlands, Britain, Japan, Portugal, and Sweden, they reached a new high of 110,000 vehicles in 2001. More dealerships are

 www.smart.com

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Indian Examples

The book contains through out, a large number of Indian examples including Videocon, Nirula's Barista, Nomarks, Tata Indica, ICICI Bank, Haldiram's and so on.



With the coming up of multiplexes all over Delhi, movie-going has become a hassle-free experience. Once at a movie hall, people do not mind buying tickets for an alternate movie, if the ticket of choice is not available. The picture here shows a multiplex chain, PVR.



Bollywood star, Shahrukh Khan has become the 'Warranty Card' for Hyundai and its products. His popularity amongst the Indian masses has enhanced his attractiveness as an endorser for many brands



Domestically
Aggressive, effective marketing practices have been largely responsible for the high standard of living in the United States. The efficiency of mass marketing—extensive and rapid communication

The use of themes to position the country as a tourist destination is becoming increasingly popular. To promote tourism some countries have started marketing themselves as 'products.' Positioning as a tourist destination is becoming more common by the day. The Indian government promotes India throughout the world under the slogan 'Incredible India'.

Additional Cases

Eight additional cases in the Indian context will help students applying the concept to conditions in Indian

SHAKTI - Changing Lives in Rural India

'Shakti' is IIE's rural initiative, which targets small villages with population of less than 2500. It seeks to empower underprivileged rural women by providing income-generation activities, health and hygiene education through the Shakti Yojana programme, and creating awareness information through the Shakti community portal.

Shakti is a pioneering effort in creating livelihoods for rural women, organized in Groups (SHKGI), and improving living standards in rural India. Started in 2001, Shakti has been extended to about 30,000 villages in 12 states—Andhra Pradesh, Karnataka, Gujarat, Madhya Pradesh, Tamil Nadu, Chhattisgarh, Uttar Pradesh, Orissa, Punjab, Rajasthan, Maharashtra, West Bengal. The respective state governments and several NGOs are actively involved in the initiative.

Shakti already has about 13,000 women entrepreneurs in its fold. A typical Shakti unit earns a sustainable income of about Rs 700–Rs 1,000 per month, which is double the household income. Shakti is thus creating opportunities for rural women to live in improved conditions.

Case 6 Competitive Shampoo Market

The shampoo market is valued at about Rs. 9000 million. HLL is the leader with 63% share, followed by Beauty Cosmetics with 13% and P&G with about 12% share. India has one of the lowest per capita consumption in the world—about 32 ml. This is because of the low frequency of shampoo wash. Most consumers tend to shampoo their hair only once or twice a week and the rest of the washes are either water washes or soap washes. Soaps leave the hair dry. Most consumers feel that shampoo is harsh and chemical and is a high-price glamour product.

The penetration of shampoo in India is about 40%. Penetration is defined as used at least once in the last one year. There are 1123 million users of shampoo in India. 53% are urban, 47% are rural. 45% are male and 55% are female.

Case 7 Changing Colors of CTV Market in India

Market Share vis-à-vis TV Sizes

During 1997–98, the 14" size category accounted for 15–18% of the total CTVs sold. For the FY 2000, they account for 20% of the total CTVs sold. The demand in this segment has witnessed a marked growth every year for the past two to three years. The reason being, preference for this category among the lower middle class and multiple set buyers. The share of the 20" category after declining to 38% in terms of volume in FY 1998, further declined to 35% in FY 2000. The 25" sets have also met with a good response, as the price differential with respect to a 21" set is less. As a result, sales of 25" category have shown a marginal rise. The 29" category TVs constitute only about 1% of volume sales. However, the good news is that it showed the maximum growth in sale.

Thematic Boxes

Throughout the text, these boxes carry four themes that distinguish the book—


A Global Perspective, You Make the Decision, An Ethical Dilemma?, and Marketing in the Information Economy. Intended to both inform and stimulate critical thinking, these boxes highlight the latest marketing issues and topics to keep you abreast of the latest marketing trends.

A Global Perspective boxes emphasize the global nature of marketing in highly interesting ways. These global examples provide a better understanding of how virtually all industries and careers have an international dimension.

You Make the Decision boxes present synopses of actual situations faced by marketers and allow you an opportunity to see how you would respond. The boxes move you from a passive observer of marketing to an active participant who makes decisions about marketing actions.

An Ethical Dilemma? boxes will raise your awareness of the nature and frequency of ethical challenges in marketing. They are also intended to help you formulate an ethical perspective.

Marketing in the Information Economy boxes illustrate the pervasive impact technology is having on marketing and emphasizes technology's importance as a component of business progress.



YOU MAKE THE DECISION

How can a firm appeal to Generation Y?

For decades, demographers and sociologists have labeled generations for various reasons, including an effort to understand their buying behavior. Rather than grouping by income or education, these cohorts are based on age and, as a result, shared historical experiences. **Baby boomers** are Americans born in the 20 years following World War II. **Generation X** refers to about 40 million people born roughly between 1966 and 1976 who, in turn, entered the workplace during a recession. Not surprisingly, "Gen X" has been labeled as cautious and somewhat pessimistic.

Generation Y represents the successors to Generation X. Gen Y is most commonly defined as those young people born between 1977 and 1994, essentially representing the children of baby boomers. However, some experts define Gen Y differently, such as including people born through 1997. Numbering 71 million, Gen Y is a sizable target market—three times as large as Gen X and rivaling baby boomers in size. Growing up in the best economy ever, these young adults are also relatively affluent and materialistic. Gen Y is diverse—in fact, more diverse than previous cohorts—in that about one-third are minorities, one-quarter come from a single-parent household, and three-quarters have working mothers. This diversity also manifests itself in more acceptance of sexual and racial differences, nontraditional families, and global perspectives.


Many members of Gen Y probably have vivid memories of the O. J. Simpson case, the Bill Clinton-Monica Lewinsky scandal, and the tragedy at Columbine High School. Although it's difficult (and sometimes dangerous) to generalize, Gen Y tends to be concerned about their personal safety and skepticism of the media. Further, Gen Y does not look at public figures as role models. Instead, in a recent survey,

57% of college seniors listed a parent as the person they admired and respected the most. And talk shows and reality TV have reinforced beliefs that everyone deserves to be heard and involved, that there is often more than one right answer, and that differing viewpoints should be tolerated.

No group as large as Gen Y is homogeneous and receptive to a single marketing appeal, of course. Thus companies are trying various approaches to sell goods and services to Gen Y, often using media that allow specific targeting. Marketers have tried to develop messages that take into account the values, attitudes, and life experiences of Gen Y. For instance, Sprite has been successful with its "Image is nothing, obey your thirst" campaign. In 2000, Gap's funky commercials contributed to a surge in sales. Innovative new products with the Gen Y lifestyle in mind—such as a microwave dryer big enough for just two pairs of jeans and a backpack with speakers to be used with an MP3 player—are hitting store shelves. Even automobile manufacturers have their sights on this consumer market: Toyota's new Scion, Saturn's Ion, and Honda's Element are all targeted at Gen Y members.

What marketing strategies would you suggest to a company that wants to appeal to Generation Y consumers? What strategies should be avoided?

Sources: Elliot Spiegel, "Like, What's a Sign Cycle?" *The Wall Street Journal*, June 4, 2002, pp. B1, B4; Karl Greenberg, "Shut-Outs: Brands for Generation Y," *Brandweek*, Apr. 1, 2002, p. 12; Pamela Paul, "Getting Inside Gen Y," *American Demographics*, September 2001, pp. 42-49; Jim Pease, "Gen Y Gold Mine," *BusinessWeek*, September 2001, pp. 28-38; Bob Bart, "What's Your Generation?" *St. Louis Post-Dispatch*, Apr. 9, 2001, pp. C1, C3; Evan Remstedt, "Backpacks with Speakers? Electronics Makers Court Jaded Gen Y," *The Wall Street Journal*, May 18, 2000, pp. B1, B4; Maricris C. Biondo, "All Bill Gates Technology, Gen Y and Competition," *Marketing Week*, Dec. 7, 1998, pp. 2, 10; Ellen Neudome, "Generation Y," *Business Week*, Feb. 15, 1999, pp. 81-84; and Faye Rice, "Making Generational Marketing Come of Age," *Fortune*, June 24, 1995, pp. 110-112.



AN ETHICAL DILEMMA?

Preschoolers watch an average of 23 hours of television a week, more than any other group of children. However, until recently most shows designed especially for them, such as *Sesame Street* and *Mister Rogers' Neighborhood*, appeared on the commercial-free Public Broadcasting System (PBS). That is changing for several reasons. First, sales of preschool products such as stuffed toys, pajamas, and drink cups, has become big business, estimated to be \$21 billion annually. Many of these items have licensing potential (charging a manufacturer a fee to incorporate the likeness and/or names of familiar characters on the item). And the kids greatly influence what is purchased.

Second, the average ratings for networks such as Nickelodeon and Disney are being dragged down by small middie audiences, and those averages affect advertising rates for the entire schedule. Preschoolers, at home during the day, can boost the ratings if the networks can attract them.

To overcome the concerns of parents, preschool programming on commercial networks such as *Dora the Explorer* and *Blue's Clues* incorporates educational principles of learning and cognitive development, and the amount of advertising per hour is about half of what is aired at other times.

Should a commercial television network, with an organizational objective of profit, actively pursue impressionable preschoolers?

Sources: Sally Blatty, "To Battle for Toddlers, TV Networks Told Educational Benefits," *The Wall Street Journal*, Apr. 1, 2002, pp. A1; Donna Petrozakis, "Nickelodeon to Launch Spinoff of Animated Hit 'Rugrats,'" *New York Daily News*, Mar. 14, 2002, p. 6.




A GLOBAL PERSPECTIVE

Is western marketing changing Chinese women?

Some dramatic changes are taking place in China's consumer markets. First, there was the entrance of western brand names such as Coca-Cola and Philips, then retailers such as Wal-Mart and fast-food outlets such as KFC and McDonald's arrived on the scene. But maybe the most important development for the future of consumer marketing in China has been the change in Chinese women. The portion of females in the work force holding managerial positions more than doubled between 1990 and 2000, whereas the portion of women with professional or technical jobs rose from 17% to 23%. The impact has been twofold. First, these young women have more income to spend and, second, they have been exposed to western marketing. As a result, the appeals being made to this developing market are growing in number and changing in form. For example, a recent fashion exhibit in Shanghai attracted over 500 firms from more than 20 countries. And the advertising aimed at this group by western marketers is also changing. For example, in an ad for its Rejoice shampoo, Procter & Gamble revised the scenario from featuring an airline stewardess to one that features a woman working as a mechanical engineer. Because the average annual income in China's urban areas has more than tripled since 1990, many western firms foresee major changes in consumer behavior. However, because the annual income amounts to only the equivalent of \$764, it remains to be seen how consumers will spend it.

Sources: Chris Prybyla, "As China's Women Change, Marketers Notice," *The Wall Street Journal*, May 30, 2002, p. A11; "Western Fashioners Hit Traditional China," *Xinhua News Agency*, Mar. 19, 2002; "China Attracts West-Known Fashion Giants," *Xinhua News Agency*, Apr. 25, 2002.



MARKETING IN THE INFORMATION ECONOMY

If it's such a great service, why did Webvan fail?

Online retailing now generates over \$75 billion in sales, with annual growth rates above 20%. This track record is impressive, considering that total retail sales typically increase by about 2% to 4% annually. Yet, despite heavy financial backing, aggressive marketing campaigns, and sometimes strong growth, numerous online merchants (also called e-tailers) have failed. Etoys, pets.com, and drugstore.com are just a few of the high-profile e-tailers that had to shut their virtual doors. They had trouble making a profit on each order, let alone recouping the massive investments made in technology, warehouses, and other business components.

Webvan, which offered next-day delivery of groceries to a consumer's residence, became one of the larger and heavily publicized online failures in mid-2001. The service appeared to be made for the steadily increasing number of working women who juggle both a career and homemaking as well as other consumers who place a premium on free time. With an extensive selection, easy-to-use website, convenient delivery times where customers picked a 30-minute delivery window, and free delivery for orders over \$75, Webvan had many attractive features. Customers spent an average of \$110 per order, purchased frequently, and praised the service to their friends.

Despite these positives, Webvan lost a whopping \$530 million from its inception in April 1999 until July 2001, when the firm shut its doors and laid off over 2,000 employees. What happened, considering that Webvan was quite satisfying to a segment of consumers? Some observers trace Webvan's failure to market factors, others point to cost factors. Evidently not enough consumers valued the service. Webvan also suffered from the expense of an enormous business operation, designed to support 26 markets, which required 4,000 orders per day per market to break even. The company invested in numerous warehouses (at \$25 million apiece) as well as expensive technology. Thus Webvan needed—but didn't obtain—a very large customer base in order to cover its costly operations.

Webvan isn't the only online retailer to try to tackle the \$450 billion grocery market. A few have had a measure of success. Netgrocer is still shipping groceries via FedEx, and Peapod was acquired by Royal Ahold USA, owner of chains such as Stop and Shop. Large supermarket chains are also experimenting with this type of service: Albertsons, Kroger, and Safeway all have home-delivery programs underway.

Under what circumstances, if any, could an online grocery store be successful?

Sources: Eric Heberg, "Tumble: Food, and Other Tales of Silicon Retailer," *BusinessWeek*, Apr. 17, 2002, at www.businessweek.com/2002/04/17/0417a01.htm; Nick Wingfield, "Online Retailing Still Overing Despite Some Losses, Last Year," *The Wall Street Journal*, June 12, 2002, p. B4; Linda Hirschman, "Webvan Left the Basics on the Shelf," *BusinessWeek*, July 23, 2001, p. 43; Mylene Margallo-Gan, "Webvan Jetties List of Out-Com Failures," *The Wall Street Journal*, July 10, 2001, pp. A3, A6; "Can Webvan Deliver Financially Speaking?" *Entrepreneur.com*, Jan. 9, 2001; and Jean Sherman Chastity, "You've Got Groceries," *USA Weekend*, Jan. 28-30, 2000, p. 4.

More about Harley-Davidson



Despite at least one biker magazine describing the V-Rod's liquid-cooled engine as a shocking design misstep for Harley, the firm has big plans for the new machine. It is the first of a new family of "high-performance" motorcycles and is likely to play a big part in the company's efforts to hang onto its market share. Judging from the sold-out production run of the first model, the V-Rod is fulfilling its promise. Harley knows, however, when the real crunch will come. "We don't need new customers today, we don't need them tomorrow. But we may 10 years from now," says the company's chief financial officer. The company also knows it could intimidate younger prospects with the cultlike devotion shown by some of its aging adherents. That's why Harley is willing to invest heavily in two new ventures that aren't making any money at the moment—the driver training program, called Rider's Edge, and a subsidiary named Buell. When Harley engineer Erik Buell left the firm in the 1990s to start his own company, Harley funded it, and in 1998 the firm completed its acquisition of the little company. Buell manufactures a light, sleek single-cylinder bike called the Blast, with a \$4,400 price tag and strong appeal

among first-time and younger riders. With design innovations like a tucked-away muffler that won't burn inexperienced riders' legs and an adjustable seat height, the Blast should appeal to more women than Harley's other bikes do; right now only 5% of riders of traditional Harley models are females.

Rider's Edge, which has trained about 4,300 people in its first two years, could also bring more women into the fold. Described as an effort to "lighten our image without losing our edge," the driver's ed program also covers how Harley bikes are made and how they are sold. It requires passing grades on the same strict written and road tests required by the Motorcycle Safety Foundation—and the bike that students train on is the Buell.²⁴

1. What role do you think a rider's self-image plays in the purchase of a motorcycle? In the purchase of a Harley-Davidson motorcycle? Do you think the influence of reference groups plays any part in a Harley purchase? Why or why not?
2. Harley-Davidson's revenue and net income have climbed steadily for over 15 years. Why do you think the firm has been able to weather economic recessions much better than other major manufacturers?

More about the Smart Car



Most of the questions Daimler's marketing executives will be asking themselves as they evaluate selling the Smart Car in the U.S. will deal with the size of its probable market segment. In the original Swatch/Mercedes partnership, the car was designed for drivers who felt existing cars are too pricey, hard to maneuver, and expensive to operate. Management must find out whether that motivation or some other applies to a substantial segment in the U.S., where consumers have recently adopted much larger and more utilitarian vehicles in huge numbers. The Smart Car's spiffy design isn't for everyone, and the firm doesn't expect it to sell in the more conservative regions of the Midwest where drivers tend to be of greater distances, for instance.

The four-seater Smart Car is unlikely to replace the minivan or SUV as a family car; two Smart Cars parked end-to-end are still 3 feet shorter than the Ford Excursion. Could it work as a family's second or third car if they already own a van? Or will the fact that its cargo space is little more than a mere shelf deter sales?

Though it has not yet been a big hit among young buyers in Europe, some industry consultants think the bug-eyed Smart Car could be a fashion statement. Will

young U.S. buyers choosing their first car, say, urban college students looking for cheap transportation that's hip and new, be attracted to its looks and fuel economy?

There are still some safety concerns about the tiny vehicle even if it's not quite the "crash helmet on wheels" that one British showroom manager claims. Daimler-Chrysler has made a promotional video showing the car skittering away from a 30-mph crash with a Mercedes S-class sedan to counter some anticipated reactions, but the fact remains, the car needs upgrading to meet U.S. safety standards. And while Daimler doesn't see the car as a highway cruiser but rather as a city car for congested urban streets, it's unclear whether U.S. consumers will share that view once they get behind the wheel.

So far favorable ratings are pouring in for the car's clever design, maneuverability, comfortable interior, environmental friendliness, and low price. The executive in charge claims to be very happy about the challenge that marketing the Smart Car brings. In his view, "This is a chance to develop a brand, and you don't get to do that very often."¹⁴

1. Should DaimlerChrysler pursue a single-segment or multiple-segment strategy for the Smart Car in the United States?
2. As DaimlerChrysler has positioned it, with which transportation alternatives would the Smart Car likely compete in Europe? In the U.S.?

Closing Cases Commentaries

At the conclusion of each chapter, the companies featured in the opening cases are revisited in the More about... commentaries. By addressing the questions presented at the end of each case, you can apply what you learned in the chapter to the challenges and issues faced in actual marketing situations. These cases give you a glimpse into the world of marketing and an opportunity to apply what you've learned to solve a problem, develop a plan, or address a marketing issue.

Summary

Various environmental forces influence an organization's marketing activities. Some are external to the firm and are largely uncontrollable by the organization. Other forces are within the firm and are generally controllable by management. Successful marketing requires that a company develop and implement marketing programs that take into account its environment. To start with, management should set up a system for environmental monitoring—the process of gathering and evaluating environmental information.

Six broad variables constitute the external environment that generally cannot be controlled by an organization. Demographic factors are one of these macro influences. Another is economic conditions such as the business cycle, inflation, and interest rates. Management also must be aware of the various types of competition and the competitive structure within which its firm operates. Social and cultural forces, such as changes in life-styles, values, and beliefs, must be taken into account as marketing programs are developed. Four noteworthy sociocultural trends are the greening of America, changing gender roles, a greater premium on time, and added emphasis on physical fitness and health. Political and legal forces, ranging from monetary and fiscal policies to legislation, also affect marketing. As with the other external macroenvironmental influences, technology can present both opportunities and challenges for marketers.

Another set of environmental factors—suppliers, marketing intermediaries, and the market itself—is also external to the firm. But these forces can be controlled to some extent by the firm. Although all three of these external forces are generally uncontrollable, they can be influenced in some situations. As such, these microenvironmental forces are different from macroenvironmental forces such as economic conditions and technology.

At the same time, a set of nonmarketing resources within the firm—production facilities, personnel, finances, location, research and development, and company image—affects its marketing effort. These variables generally are controllable by management.

More about XM Satellite Radio



XM's major competitor is Sirius Satellite Radio, based in New York City. Sirius entered the market later than XM because of technical problems and a management shake-up that included the resignation of its CEO. In its first half year of operation, Sirius signed up fewer than 10,000 subscribers. Although XM got off to a faster start, Sirius is well-equipped to give the "first mover" a run for its money. In fact, Sirius' goal is to reach profitability with 2 million subscribers by 2005.

Sirius relies on three satellites, launched from a once-secret Soviet installation in Kazakhstan. Sirius' satellites orbit a little higher in the sky than XM's, but have fewer repeaters. XM says this makes a difference in sound quality. Sirius isn't commenting. The newcomer offers about the same number of channels as XM, but one-half of them are music pro-

grams and the other half are talk shows of various kinds. Sirius's carmaker deals are with BMW, Ford, and DaimlerChrysler.

Sirius is asking consumers to pay a higher price, \$13 a month compared with XM's \$10, but its programs will have no advertising at all. As to whether consumers will pay for what they can get for free, the CEO of Sirius observed, "TV's free, but 70% of consumers choose to pay for cable—and another 10% pay for satellite TV." Thus a prerequisite for success for satellite radio is to offer consumers more quantity and/or quality of radio programming than they can receive for free, which would emulate the approach used by both cable and satellite TV.

Receivers for each of the competing satellite-radio systems are not compatible with one another, and installation costs are high enough to make switching unlikely. So unlike traditional radio stations, each satellite radio firm will have to focus its efforts on winning the customer the first time out. But the market potential—

Online Learning Center:

At this text-specific site, Instructors can access the Instructor's Manual, Digital Transparencies, PowerPoint, Mini-Lectures, part-ending case notes and commentaries, video notes, and links to professional resources. For the student, this site features an updated appendix on Careers and Marketing, which offers students guidelines on treating the job search process as a marketing effort, applying what they have learned in the course, and describes career opportunities in marketing. The site also features online quizzes, career profiles, and Internet exercises.



Student CD-ROM:



Completely new with the 13th edition, this disc is included free with all new copies of the text and introduces an interactive online business case from SmartSims, featuring a simulated music company Music2Go. Students compete as teams against each other online in a simulated consumer electronics industry. Students apply the concepts of market analysis, segmentation, marketing mix, and product life cycle in this realistic, interactive marketing case study. Students and instructors alike will gain the benefits of Music2Go as it helps add a new dimension, providing real understanding and appreciation of the fundamentals and dynamics of marketing.