

GUIDED READING Activity 11-1

For use with the textbook pages 289–294

T

HE CHANGING ROLE OF MARKETING

FILLING IN THE BLANKS

Directions: Use your textbook to fill in the blanks using the words in the box. Some words may be used more than once.

consumer sovereignty	time utility	market research
form utility	advertising	marketing
test marketing	market survey	utility

Introduction/The Development of Marketing

1 _____ involves all of the activities needed to move goods and services from the producer to the consumer. These activities include **2** _____, advertising and promotion, and distribution. The development of marketing can be traced by analyzing what it has focused on: production, sales, **3** _____, and consumer sovereignty. The recognition that the consumer is the ruler of the market is **4** _____. The ability of any good or service to satisfy consumer wants is its **5** _____. There are four major types of utility: **6** _____, place utility, **7** _____, and ownership utility.

Market Research

Through **8** _____ a company gathers, records, and analyzes data about the types of goods and services that people want. Some companies test their **9** _____ to make sure it is attracting the market segment for which the product is designed. Market research can be done at different stages of **10** _____ development. The first step in market research is performing a **11** _____, in which researchers gather information about who might be possible users of the product. By offering a product for sale in a small area before it goes national, companies are **12** _____ their product.

GUIDED READING Activity 11-2

For use with the textbook pages 296–300

THE MARKETING MIX

OUTLINING

Directions: Locate the heading in your textbook. Then use the information under the heading to help you write each answer.

I. Product

A. What does market research help determine?

B. Why is packaging important for selling a product?

C. What is the purpose of product identification?

II. Price

A. What is price leadership? _____

B. What is penetration pricing? _____

III. Place—Where are various places in which products can be sold?

IV. Promotion

A. Introduction—Why do companies use promotion?

B. Types of Promotion

1. The type of promotion a producer uses is based on what three factors?

2. What is direct-mail advertising?

V. Product Life Cycle

A. What is a product life cycle?

B. How do producers try to extend the life of old products?
