

**MKT 361: Principles of Marketing**  
**Semester Assignment: Spring 2023**  
**Due Sunday April 23<sup>rd</sup> at 11 p.m.**

**General Information**

This assignment is due by 11 p.m. on Sunday April 23<sup>rd</sup>. This overall assignment will be graded as 100 points, and if it is turned in late, **each day late will deduct 5 points from the assignment grade.** It is not "difficult" work, but it is extensive, so you will need time and planning to successfully complete all the parts of the assignment. This assignment is to be completed by yourself using your own current work—this is not a "group" activity nor can other students currently or previously enrolled in any section of Principles of Marketing assist you.

**This assignment is worth 15% of your overall final grade in this course. This obviously makes this assignment very important to your overall grade.**

Be sure that you completely answer all questions and address all issues in each part of the assignment—**this should take at least 1,800 words to properly accomplish**, with no maximum length requirement. You should break the paper up into sections as I have assigned them, using headings to separate them for easier comprehension. For instance, "**Part 1: Social Media**" would be your first section header.

To be successful in this assignment, a large part of that is being conscientious with your work.

- **Turn the assignment in on time!** Don't lose points for no reason!
- **Be sure to thoroughly answer/address all parts of the assignment.** Pay attention to and answer any time I ask a question. If you skip a question, don't provide required information, etc., obviously you are going to lose credit for it. Check and re-check that you have totally completed each part. **1,500 word minimum, no maximum.**
- **Cite your sources properly.** Any time you gather information for an answer from the book, an article, a website, etc., be sure to properly cite the reference **both in the body** of your answer (called in-text citation) as well as formally **in a References page** at the end of the assignment. **Be sure that all work is your own and/or properly paraphrased or quoted with citations.** Plagiarism will not be tolerated and can result in serious consequences. **Refer to APA style and use it consistently.** The W Writing Center and Library are happy to help if you have citation questions, and Google is also your friend. Use a guide or automatic Reference generator such as:  
<https://www.easybib.com/guides/citation-guides/apa-format/apa-citation/>

- **Example text cited in-text according to basic APA guidelines**

Marketing is very important. It is defined as "blah blah blah direct quotation" (Haffey, 2022, para. 3). According to Claus (2017), people should study marketing because yada yada yada paraphrased thought. All references to good marketing practice should be properly cited (This is the Way, 2019).

- **Example of the References list at the END of your entire document (not after each section)**

References

- Don't Plagiarize. (2019). This Is the Way website. [www.thisistheway.com/mando](http://www.thisistheway.com/mando) marketing.
- Claus, S. (2017). Marketing Educational Toys to Minors. *Yuletide Review*.  
[www.notarealsite.com/xmas](http://www.notarealsite.com/xmas).
- Haffey, T. (2022). Why Marketing is the Bestest Thing Ever. *Business Today Magazine*.  
[www.fakeexamplewebsite.com/haffeymarketingarticle](http://www.fakeexamplewebsite.com/haffeymarketingarticle).

- **Use APA formatting.** Title page, headers, 1" margins, 12-point Times New Roman font, double spaced, References page at the end, do not use contractions, do not write in the first person EXCEPT when discussing your own opinions or experiences as required. No abstract or running head required. See <https://www.easybib.com/guides/citation-guides/apa-format/> and an example student type paper <https://www.easybib.com/wp-content/uploads/2020/02/Sample-Student-Paper-APA-7-format.pdf>
  - Please note that these assignment instructions are NOT in correct APA format, so please do not copy them. This is not Times New Roman 12, it is not double spaced, it is not using 1" margins, it is not indenting each paragraph, it is not properly citing references, etc.
- **Check your grammar.** Be sure to carefully proofread your work for typos, misspellings, grammatical errors, etc. It often helps to get someone else to read your work to catch mistakes you may overlook in your own writing. The sooner you start on project, the more time you have at the end for editing and proofreading.

## Part 1: Social Media (25%)

### A. Why do marketers need to care about social media?

Do a web search (Google, Bing, Yahoo, DuckDuckGo, etc.) about "social media marketing," "social network marketing," "social media," "social networking." Find two articles that address why social media is an important part of marketing. **Make sure they are no older than 2018 to help make sure the content is relatively current. Write a brief summary of the main points or purpose of the article. Should be at least 200 words for each of these articles.** Be sure to properly cite your sources according to APA guidelines.

### B. What social media do you use?

List all social media/social networks that you use or are a member of. **I expect at least three networks.** For each network, define whether you are (approximately):

1. Very active member utilizing it at least once every day or two
2. Active member utilizing it at least once a week
3. Semi-active member utilizing it every two weeks or so
4. Occasional member utilizing it once a month or so
5. Infrequent member utilizing it a handful of times per year
6. Inactive member: used to use it more frequently but have "abandoned" it for whatever reason

Do you notice advertising on these sites? If so, do you care that they are using this platform to try to market to you? Do you ever click on the ads you may see? Why or why not?

**Some** of the most popular networks to jog your memory include: Facebook, Twitter, Instagram, LinkedIn, YouTube, Snapchat, Pinterest, Reddit, XboxLive, Playstation Network, Whisper, Flickr, MySpace, FourSquare, TripAdvisor, Yelp, deviantART, Etsy, Epinions, BeReal, Epicurious, StumbleUpon, Digg, and a plethora of others on just about every topic imaginable.

## Part 2: Brand Product Lines and Mix (20%)

Refer to Chapter 10, Learning Outcome 3: Product Items, Lines, and Mixes in our *MKTG* textbook. Specifically study Exhibit 10.1: Campbell's Product Lines and Product Mix. Notice how the Campbell's company has multiple product lines spread horizontally (the **Width** of the Product Mix), and that each line then has various products listed vertically within it (the **Depth** of the Product Lines).

Construct a similar table for two brands of your choosing in two different “product categories.” Make sure that each brand has **at least** four product lines in its product mix and that each product line has **at least** three product items within the line (so a total of **at least** twelve individual product items).

When I say “product categories,” this is **not** the same as Types of Consumer Products listed in Chapter 10, Learning Outcome 2. For instance, Campbell’s might be primarily categorized as shelf-stable food and beverage, but that would be inherently different from say a quick service restaurant brand even though they still serve food and beverages. And obviously food and beverage is vastly different from automobiles, electronics, furniture, cleaning products, firearms, etc. Essentially, make sure your two brands are not competitors in the same category.

List some of the brand’s major competitors for each product line. Why do you think these brands have so many different product lines and items? Are the different product items easy extensions of an existing product, or a radical innovative and new design? Why do brands choose to extend some products (new flavors, colors, scents, etc.) and come up with radically different innovations for other products?

Be sure to properly cite your sources of your information: company websites, actual in-store observation, etc., according to APA guidelines.

### Part 3: Super Bowl Ads (25%)

#### A. Why do marketers care about the Super Bowl?

The Super Bowl is always one of if not the most watched television event of the year. Marketing is definitely at play as well, with Super Bowl LVI commercial advertisers spending upwards of \$7 million for air time per 30-second commercial in 2022. The question is whether or not this is money well spent (<https://www.sportingnews.com/us/nfl/news/super-bowl-commercial-cost-2023-ad-money/w6bxi0d6mbd4kje0apped8hz>).

**NOTE:** the above is NOT an appropriate example of how to cite a source/link according to APA. It is easier for you to access here, but is **not** how you should cite sources in your academic work.

Find two articles (not including the one above, obviously) that examine the potential Marketing impact of Super Bowl commercials **from roughly the past five years (2018 or newer)**. Topics might include ad effectiveness, social media integration, ad/brand awareness and retention, consumer response, etc. Write a brief summary of at least 200 words for each of these articles. Be sure to properly cite your sources according to APA guidelines.

#### B. Review of good and bad ads

**Next**, review the commercials from this year’s game at:

<http://www.youtube.com/adblitz>

Or **another** site of your choosing that has a relatively complete list of the 2023 commercials.

List three **ads** that you thought were “good” and three ads that you thought were “bad.” Be sure to specify the brand, product, and **nature** of the ad clearly (you do not have to actually provide a link/citation). Analyze each one from a Marketing **perspective**. Why did you like or not like them? Do you think they were memorable? Do you think the ad matched the **subject** (**what** the company is selling) well? Did you like an ad but not really understand or remember what it was trying to sell? **Did you** dislike an ad and thus are less likely to buy from the company?

Does the price that **advertisers** paid to be broadcast during the Super Bowl impact the kind of ad they created or the **kind of ad** you would expect? **Do you** feel that these ads were “worth” \$6+ million? What social media connectivity did **you see** (hashtags, links, etc.)?

## Part 4: National Brands vs. Private Brands Blind Taste Test (30%)

### A. What is National vs. Private Branding?

A “national brand” or “manufacturer’s brand” is a widely-recognized and usually well-advertised product brand name found in a variety of distribution outlets. Examples include Campbell’s soups, Coca Cola beverages, Ritz crackers, Dawn dish soap, Solo cups, Dewalt tools, etc. An overall umbrella company (the manufacturer) often owns these particular brands: Coca Cola the company owns Coke, Diet Coke, Sprite, Dasani, etc., and Proctor and Gamble owns Dawn, Gillette, Tampax, Tide, Pampers, Crest, Charmin, etc.

A “private brand,” “private label,” “generic,” or “store brand” is a brand owned and sold by a particular store—it is basically only found in that store and not in other distribution outlets. Private brands are almost always lower priced than their national-branded counterparts. Examples include Walmart’s Equate brand over-the-counter medications as well as their Great Value brand food items and Sam’s Choice brand beverages; Publix supermarkets’ Publix brand, Target’s Up and Up brand, Kroger’s Private Selection and Kroger Value brands, etc.

Find two articles that explain some of the differences between, benefits, and/or problems associated with private or generic branding versus national brands. See the questions in the next paragraph to help guide your research. **Make sure they are no older than 2018 to help make sure the content is relatively current.** Write a brief summary of at least 200 words for each of these articles. Be sure to properly cite your sources according to APA guidelines.

Why do stores go to the time and effort to develop, manufacture, distribute, and market their own varieties of products instead of just selling the national brands only? Are there actually quality differences between the two? How does the marketing differ for national brands versus private brands?

### B. Choose competing products—national and private

Choose two competing edible products from the same category—one national brand (for example: Coca Cola’s Coke Classic) and one private brand (for example: Walmart’s Sam’s Choice Cola). This could be any readily-available food or beverage items, from any store of your choosing, as long as you can buy the product essentially “side-by-side” on the shelf in one particular store—meaning, don’t buy your national brand from Walmart and then buy your private brand from CVS—buy from the same store!

Other ideas include, but are not limited to: cereal, canned goods, frozen meals, snacks, snack cakes, frozen desserts, sodas, sports drinks, juice, baked goods, soups, chips, crackers, cookies, ready-to-eat meals, oatmeal, etc. Avoid plain bottled water as besides the packaging there is naturally very little way to possibly distinguish a difference between brands. Also, do **not** use medications, vitamins, supplements, or alcohol—only food or beverages. Be sure to choose products that are as exactly similar as possible: portion size, flavor, color, preparation method, etc. Meaning, for example, if you buy Doritos Cool Ranch flavor, be sure to also buy the Great Value “equivalent” Glacier Ranch flavor.

Create a table to detail the similarities between them. The Cost Per Ounce for each product should be either available **on the price tag** on the store shelf or can be easily calculated using the total price for the product divided by the total **ounces purchased**. For instance, if you go to Walmart and buy a 14.3 ounce package of Oreo cookies for \$3.10 and a 15.5 ounce package of Great Value Twist and Shout cookies for \$2.00, you would divide each of those prices by their package weights (**readily** available on the label of the product) and multiply by 100 to make it into dollars and cents.

You will also detail differences in the primary Nutrition Facts for each product. For example:

**Note:** Do NOT use Oreos/Twist and Shout cookies—make your own choices!

Purchased at: Walmart	Oreo chocolate sandwich cookies	Great Value Twist and Shout chocolate sandwich cookies
Cost Per Ounce	21.7 cents (3.10/14.3*100)	12.9 cents (2.00/15.5*100)
Serving Size	34g	34g
Calories	160	160
Total Fat	7g	6g
Cholesterol	0mg	0mg
Sodium	170mg	170mg
Total Carbs	25g	25g
Protein	1g	2g
Vitamins and Minerals (listed individually in the table), if it matters to your product	~	~

**C. Blind Taste Test**

*Do not do*

You will administer a blind taste test of a sample of each product as well as a questionnaire to 10 friends and/or family members. They may include other students, but they cannot be enrolled in any section of MKT361 Principles of Marketing this semester here at MUW. You cannot complete the test yourself, except for fun, of course. Try to get a mix of different people demographically if possible—age, sex, race, marital status, children status, etc. Check beforehand that your subjects do not have any food allergy to the product you are testing or its ingredients. You will list each person’s name and the date of your taste test with them in your reference list, but APA does not require a full citation.

You will administer the test using the blind procedure—meaning the test subject is not to be told the brands being tested until after the entire test and questionnaire is completed. You don’t actually have to blind fold them, it just means do not tell them what brands they are eating. Tell them they will be eating some bbq chips, for instance, but not specifically Lay’s and Great Value brands.

Prepare two sample servings using separate plates, cups, bowls, etc.—one for the national brand and one for the private brand. It does not have to be a full “serving size” as suggested by the Nutrition Facts, but it should be several pieces of cereal, chips, crackers, etc., or an adequate portion of a beverage so that a few sips could be taken. The subject will taste each brand more than once during the test. Label each plate/cup/bowl as either A or B. It doesn’t matter whether the national or private brand is A or B, but keep track on your own which is the national and which is the private brand. Again, don’t tell the subject which is which!

Conduct the taste test using the exact procedure and questionnaire below. Record their answers immediately during the test so that you ensure the accuracy of your response. Be sure to thoroughly familiarize yourself with the procedure and questionnaire prior to testing to ensure it is conducted accurately.

Subjects must answer all of the product attribute questions but may choose to not answer any of the demographics (but you do need to try to ask each one and allow the subject to choose not to answer each one individually). If a demographics question is not answered, mark N/A on your report for that question.

**Reporting the Results**