



James Golden

Monday



Let's also discuss marketing from Chapter 2 of the CapsimCore Business Primer eTextbook.

- What are the three key responsibilities of a marketing manager?
 - focus the company's efforts on identifying, satisfying, and following up
 - Clearly define, describe and forecast the needs of its customers by using data (Market Research),
 - Determine how to select specific markets and satisfy customer needs through balancing products, services, and benefits (Marketing Mix)
 - Analyze its competitive advantages, plans, and actions (Marketing Strategy).
- What are the major components of marketing research?
 - Market research seeks to find out how things are, not how you think they are or would like them to be, and can define what specific products or services people want to buy, rather than focusing on what you want to sell them.

Our team met this past week and made some great progress! I am looking forward to the next few weeks! We have a great team and each person has brought a ton of great insight in just the hour that we met! :)

← Reply



Matthew Lewandowski

Monday



Hello James, you provided great explanation of the responsibilities of a marketing manager. I have no experience working with marketing at all, do you? If so, what do you think the biggest challenges they faced were? It sounds like they try to predict what the market will be and adapt their product to the market, that sounds like a high pressure career. Thanks for sharing.

← Reply



Yahaira Esteva

Monday



Hello class

1. What are the three key responsibilities of a marketing manager? The three key responsibilities of a marketing manager are defining and describing the needs of its customers by using data(Market research), determine how to select specific markets and satisfy customers needs through balancing products, services, and benefits (marketing mix), and analyzing its competitive advantages, plans, and actions(marketing strategy).

2. What are the major components of marketing research? The major components of marketing research are organizing information, gathering the information, interviewing employees, interpret the data, defining the problem, and making decisions to take actions.

← Reply