

CHAPTER 2 10 STEPS IN THE STRATEGIC MARKETING PLANNING PROCESS

Type: E

1. For the Marketing Highlight discussing WaterSense, what similar effort did EPA leverage to inspire this effort.

*a. ENERGY STAR.

Type: E

2. What is the essence of the Product Concept?

*a. “Build it and they will come.”

Type: E

3. What is the essence of the Selling Concept?

*a. Left alone, consumers won’t buy enough to meet goals so marketers must undertake an aggressive selling and promotion effort.

Type: E

4. What is the essence of the Marketing Concept?

*a. Instead of a “make and sell” philosophy, it is a “sense and respond.” In other words, a customer orientation.

Type: E

5. Step 1: Give an example of a social issue that a social marketing effort might address.

*a. A wicked problem in the area of health, safety, environment, community, or financial well-being

Use the social issue you identified in Q5 to answer Q6, Q7 and Q8:

Type: E

6. Step 1: Give an example of a background statement related to that social issue.

*a. Some fact, statistic or trend related to the social issue identified.

Type: E

7. Step 1: Give an example of a purpose statement for a social marketing effort related to that social issue.

*a. Most often begins with “decrease, increase, improve, eliminate, reduce.”

Type: E

8. Step 1: Give an example of a focus for a social marketing effort to contribute to this purpose.

*a. Can be a strategy, a population, a practice

Type: E

9. Step 2: What are the five major components of a Situation Analysis?

*a. Internal Strengths, Internal Weaknesses, External Opportunities, External Threats, Past or Similar Efforts

Type: E

10. Step 3: Select Target Audience. Why do you select a target audience before you set the behavior objective?

*a. The desired behavior often varies by target audience.

Type: E

11. Step 4: What is a behavior objective?

*a. What your effort will be created to influence a target audience to Do.

For questions 12-16, consider an effort to get teenagers not to text and drive.

12. Step 5: Which one of the following is not a potential Barrier for texting and driving?

a. Not feeling at risk

b. Thinking it can't wait;

*c. Worried I'll get caught

d. Wanting to fit in

e. Enjoy the distraction

13. Step 5: Which one would not be a potential perceived Benefit for not texting and driving?

a. Not getting in an accident

b. Not getting a ticket

*c. My friend knows if I am running late and when I'll be there

d. Not getting in trouble with my parents

Type: E

14. Step 5: What would be a potential Motivator for not texting and driving?

*a. Knowing of someone like me who was in an accident; having it become a primary law where can be pulled over if seen; if my phone wouldn't work when driving; if my phone was out of reach

Type: E

15. Step 5: What is the Competition for not texting and driving?

*a. The norm for this group to be texting and driving

Type: E

16. Step 5: Who is an Influential Other that you might tap to influence the teen?

*a. A friend, peer or older sibling who had an accident or a close call. A parent deciding not to text and drive in the future

Type: E

17. Step 6: Positioning: In the Litter case example, what are at least two things that program managers wanted people who litter to believe:

*a. They will be seen; they will get caught; fines are steeper than they thought; disposing of litter is a better, cheaper option.

Type: MR

18. Step 7: Marketing Mix. Which ones of the following are not one of the intervention tools in the marketer's toolbox?

a. Product

*b. Positioning

c. Price

*d. Policy

e. Place

f. Promotion

*g. Partners

For Q19-Q22, think back to the Litter Case Example:

Type: E

19. Step 7: What was the major product used to support the anti-littering effort?

*a. The Hotline to report littering

Type: E

20. Step 7: What was a price strategy for the litter campaign?

*a. The emphasis on fines for littering

Type: E

21. Step 7: What was a place strategy mentioned for the litter campaign?

*a. The Hotline was available 24/7 for reporting littering, as was the website

Type: E

22. Step 7: What was one of the major promotion strategies for the litter campaign?

*a. Paid advertising, road signs, mailings, posters, publicity, Web sites, stickers, decals, special events

Type: E

23. Step 8: Evaluation Plan. Why is the Evaluation Plan completed before Steps 9?

*a. So that there will be planned funding for it

Type: MR

24. Step 9: Budget. Which of the following are not a component of the Plan's budget:

a. Product-Related Strategies

*b. Formative Research

c. Price-Related Strategies

d. Distribution-Related Strategies

e. Promotions

f. Evaluation

*g. Pretesting

Type: E

25. Step 10: Implementation Plan. What are the 4 major components of an Implementation Plan?

*a. 1) Who will do 2) What, 3) When, for 4) How much.

Type: F

26. Each step should be considered a _____ prior to completing a plan, because you may need to go back and make a revision to a prior step.

*a. Draft

Type: E

27. Give an example of a step that might need to be revised based on information gleaned when developing a subsequent step.

*a. Target Audience, Goals, Positioning, 4Ps