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| Week 3  It’s critical to understand all the factors that make a customer a good candidate to buy your product. First take a look at this product, the new iphone X, cost: $1,000.   * Now, try to figure out who the IDEAL customer is for this product. Assess as many different factors as you can think of. Who are they? You can evaluate all of the following: race, gender, education level, income level, where do they live (urban vs rural), what motivates them? How many kids do you think they have? Figure out the perfect customer and tell me why these factors might influence them to buy the iphone X. * Next, come up with a brief marketing pitch 2-3 sentences trying to persuade the target customer this phone is the perfect for him/her. Then discuss why you think this marketing message is the correct message for your specified target market in the above bullet. |

If you need extra help answering this discussion or are unsure what the question is asking, click [here](https://blackboard.strayer.edu/bbcswebdav/users/tracy.ellard/MKT10010x/Discussion%20Help/Week%203%20Discussion%20Help.html).

**NOTE**: This should be YOUR Discussion Response in Your Own Words. There are NO MAGIC WEBSITES, use Your Marketing Skills to answer. Work copied from websites will not be graded. I cannot wait to see your Ideas on this week's topic! You can do this! Due 4/21/19

Week4

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| onsider the following products: Coca-Cola Classic, Apple Iphone, Nike basketball shoes, and Loreal Shampoo. |
| Products offered by a business can be actual goods, services, and ideas.   * Pick one of the products above, identify two competitors, and what they offer that competes with your product. * For your product, describe the unique selling proposition. How is this product superior to the competitors you identified above. |

If you need extra help answering this discussion or are unsure what the question is asking, click [here](https://blackboard.strayer.edu/bbcswebdav/users/tracy.ellard/MKT10010x/Discussion%20Help/Week%204%20Discussion%20Help.html).

Due 4/28/19

Week 5

* [2](https://blackboard.strayer.edu/webapps/discussionboard/do/message?action=list_messages&course_id=_242647_1&nav=discussion_board&conf_id=_208872_1&forum_id=_2888342_1&message_id=_75419232_1)
* [3](https://blackboard.strayer.edu/webapps/discussionboard/do/message?action=list_messages&course_id=_242647_1&nav=discussion_board&conf_id=_208872_1&forum_id=_2888342_1&message_id=_75419232_1)
* [4](https://blackboard.strayer.edu/webapps/discussionboard/do/message?action=list_messages&course_id=_242647_1&nav=discussion_board&conf_id=_208872_1&forum_id=_2888342_1&message_id=_75419232_1)
* [5](https://blackboard.strayer.edu/webapps/discussionboard/do/message?action=list_messages&course_id=_242647_1&nav=discussion_board&conf_id=_208872_1&forum_id=_2888342_1&message_id=_75419232_1)

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|  | Consider the following brands: McDonalds, Cadillac, and WalMart.   * When you think of a brand, it makes you think and feel a certain way. Those images are carefully crafted by Brand Managers. So for this discussion, choose one of the brands listed here and discuss what words, feelings and images immediately come to mind when you hear the brand name or see the brand logo. * Then discuss how the marketers have created these ‘feelings’ and thoughts for consumers and why you think they created them. * Due 5/5/19 |

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