TERM 2 BELL WORK

Create your own Google Doc and title it "Term 2 bell work". Answer the daily questions or complete the daily task in your google doc. Make sure it is clearly labeled with the date for that day.

Date	Task/Question
Tuesday, October 29th	Answer the questions. Your response should be written in complete sentences. 1. What is the difference between product width and depth? 2. Do you think it is better for a business to have a large product width/depth or do think the simpler the better? Why?
Thursday, October 20th	List an example of a product for each phase of the product life cycle. Explain WHY you think the product is in that phase. (Example: Introduction stage: I think that Reggae Spice Company's dry seasoning called "BOOYAH" is in the introduction phase because they are spending a lot of effort marketing this specific product and educating consumers on the different ways it can be used. They also don't have a lot of competitors yet." Then repeat with a new product for each phase of the cycle.)
Monday, November 4th	1. Pick a brand you absolutely love and tell me WHY you love it. What first attracted you to the brand? How did you hear of it and what was your first encounter with it? Analyze their competitors. Have you tried out the competition's product? What could the competitor do to cause you to use their product instead? Your response should be a least 6 sentences.
Wednesday, November 6th	**Step 1: Choose one of the businesses below** ● McDonald's ● Subway ● Goofy Guys ● Payson Market ● Costa Vida **Step 2: Come up with 3-4 new product ideas for this company that you think would boost sales.** Give a brief explanation of each product idea and how you think it would help boost sales for the company.
Friday, November 8th	What is an intermediary? What is the role of a retailer in distribution? What is the role of a wholesaler in distribution?
Tuesday, November 12th	1. What are the 4 parts of PROMOTION? 2. What are the 3 different types of advertising? 3. Name 3 SPECIFIC ways your favorite business advertises

	their products or services.
Thursday, November 14th	Write down 3 ways you think a business could improve their public relations/publicity. (can be for a specific business or in general)

Monday, November 18th	What are the 4 different types of promotion? Which one do you think is the most effective? Why? Respond with at least 5-6 sentences.
Wednesday, November 20th	How are target markets and promotion related? Write at least 5 sentences.
Friday, November 22	Skim the following article, then answer the questions: https://www.cnn.com/2019/11/21/business/macys-stock-target-kohls-retail/index.html ● What is Macys problem? ● Come up with 2-3 ideas of what Macy's could do to start fixing the problem.
Tuesday, November 26th	What are some ways that businesses market their products during the holidays? Write at least 5 sentences/ideas.

Tuesday, December 3rd	Have you ever had to save for a long time to make a purchase? What factors went into your decision making? If not, what is something you may have to save for in the future? What factors may go into your decision making? Answer with at least 5 sentences.
Thursday, December 5th	Answer the following questions with at least 2-3 sentences each: 1. Do you remember a time when you received extremely horrible customer service? Briefly describe the situation. 2. Why do you think customer service is an important component in sales?
Monday, December 9th	List and explain the first 3 steps in the sales process.
Wednesday, December 10th	What is the difference between emotional, rational, and patronage buying behavior? Give an example for each one.
Friday, December 12th	List the 4 different types of market segmentation and give an example of each one.

Tuesday, December 17th	Name 3 unpopular opinions you have. Make sure you are caught up on all other bell works.
Thursday, December 18th	Do a SWOT analysis about yourself. Include at least 2 sentences for each part of the analysis (2 strengths, 2 weaknesses, etc)
Thursday, January 2nd	What has been your favorite product pitch you have watched on Shark Tank so far in this class? What made it a good pitch? (If you can't remember one, then do some research)
Monday, January 6th	How will you apply marketing to your life in the future? OR How will what you have learned in marketing help you in the future? Write at least 4 sentences.