

Module 3: Instructor Guide

This course designed for multiple audiences for those who are in undergraduate marketing programs, certificate programs, two-year Associate Degree programs and those who are taking this class as a Concurrent Enrollment (CE) course through their high school. Through this class students can learn the methods and strategies that will enable them to become better marketing practitioners.

Overview:

In this module, we will examine opportunities in virtual value chains and social innovation, explain the role of data collection, analysis, and user experience in a business to increase transactions. Furthermore, we will examine various marketing channels that drive e-commerce sales.

Read “Module 3: Lecture Guide Part I” document before having the students complete the following discussions/activities and assignments.

In-Class Activity to lead to a Discussion #1

Outline in no more than 150 words possible internet business tactics for a small, niche beauty supply company.

In-Class Activity to lead to a Discussion #2

Describe the problems that occur when a dentist or attorney offers their services online in no more than 150 words.

In-Class Activity to lead to a Discussion #3

Many companies give away free samples of their goods or services to prospective customers in an effort to convert them into paying clients. Describe how this tactic can be applied online in two or three paragraphs. Be sure to take note of how the quantity of sampling that is likely to be advantageous varies between the actual world and the online environment.

In-Class Activity to lead to a Discussion #4

Give a brief definition of "channel conflict" and discuss possible solutions for a consumer electronics company that sells its goods both offline (retail) and online.

In-Class Activity to lead to a Discussion #5

In about 100 words, explain why a company like [Shane Company, especially](#) diamond jewelry, sells well online in an apparent contradiction of this general tendency.

In-Class Activity to lead to a Discussion #6

Visit the websites of two gym membership that offer memberships for purchase online, then look through each site to learn more about the memberships on sale. Write a 200-word report outlining the steps a visitor would take on each site to browse membership options. Examine how well each website

promotes membership purchases and presents the benefits of each option. Think about how simple the website is to navigate, how well the membership options are explained, and whether the website makes a strong argument for purchasing a membership. Give at least one suggestion for enhancing each of the two websites you chose.

Read “Module 3: Readings and Videos Part II” document before having the students complete the following discussions/activities and assignments.

In-Class Activity to lead to a Discussion #7

Assume you are the marketing director for [BlueApron](#), in about 200 words, choose a celebrity to endorse the product and then describe how you would use their reputation to accomplish the differentiation elements of this new product line’s brand.

In-Class Activity to lead to a Discussion #8

Assume you are a consultant to Rawlings, a softball and baseball equipment manufacturer that sells its products directly to customers on the Web. Rawlings is considering the use of YouTube videos to promote its products. Some of the salespeople have suggested that the videos include detailed reviews of the company’s products and endorsements by top players. Other marketing staff have suggested including instructional tips and videos of the equipment being used at famous resorts. Write a 300-word report in which you evaluate these two alternatives proposed by the salespeople and the marketing staff. Be prepared to share your report with the rest of the class.

In-Class Activity to lead to a Discussion #9

You have been employed by ESPN to sell space on its Web site to advertisers. Create a memo of approximately 300 words in which you describe the advantages of advertising on the site in a form that the company’s sales team can use as a resource when they are making presentations to potential advertisers for space on the main page. The company has a permission-based e-mail marketing system that you can include as part of an advertising package you sell to advertisers. Be sure to include the benefits to advertisers provided by this e-mail marketing system in your memo. Note: Your instructor might assign you to a group to complete this exercise and might ask you to prepare a formal sales presentation based on your memo to your class.