

## ICE Activities for 1.1

Ideas	Connections	Extensions
1. (a) What is the difference between an industrial service and a consumer service?	(b) Ask a local business owner to list the services his or her business purchases. Compare your list with that of other class members in a pair/square grouping. Perhaps the class could make a list of the top 10 industrial services.	(c) Use the business directory in your local telephone book to select advertisements for businesses that provide consumer goods, consumer services, business goods, and business services. Compare the messages in each of the advertisements.
2. (a) In what ways would the marketing of business goods and services be different from the marketing of consumer goods and services?	(b) Select a local business. Describe at least five industrial products that the business would use and provide an actual source for each of these products.	(c) Do you agree or disagree with Peter Drucker's description of marketing on page 3? Explain.
3. (a) Briefly describe each of the three segments of the industrial goods category.	(b) Figure 1.1 on page 3 uses a cola product to show the connection between suppliers and end users. Select a different consumer product and complete a similar flow chart.	(c) Find an example of an industrial good that a Canadian business imports, and an industrial good that a Canadian business exports. Speculate or investigate how these products are marketed outside of their country of origin.

## 1.2 Evolution of the Marketing Concept

Two necessary components of every important business decision are (a) the potential consumer of the product or service, and (b) the competitors and their products or services. Used together they are known as the **marketing concept**. Most business failures are the result of not using the marketing concept; that is, the consumer or the competition, or both, are not adequately considered when important business and marketing decisions are being made.

The marketing concept requires that businesses take three major steps:

- Identify an opportunity in a specific consumer market
- Ensure that the opportunity has not already been met in the competitive market
- Use appropriate marketing strategies to organize the marketing mix and to successfully sell the product or service.