

values.” Research what Drucker meant by consumer needs and values, and write a one-page report to explain his definition to students enrolled in an Introduction-to-Marketing class.

11. Select an article from a business magazine that relates to marketing activities in some way. Summarize the main ideas presented by the author and make an oral presentation to the class. Magazines you might refer to include *Canadian Business*, *Maclean's*, *Marketing*, *Profit*, *Business Week*, or *The Business Executive*.
12. There have been thousands of product failures over the years, several of which are highlighted in this textbook as a feature titled What Were They Thinking? Using library resources or the Internet, find examples of other product failures and write two of your own What Were They Thinking? features. In your opinion, was there anything that the businesses could have done to help prevent those failures? Explain.

Application

Note: The first application question in each chapter of this textbook deals with the issue of employability skills. Using the Employability Skills 2000+ chart shown in Appendix 1 on page xxx, create an Employability Skills Journal to use for future reference.

13. It has been said that a career in marketing requires key competencies, which include effective communication skills, creative-thinking skills, and technological knowledge. Using the Employability Skills 2000+ chart shown on page xxx, identify where these three key competencies appear within the three skill dimensions—fundamental skills, personal management skills, and teamwork skills. For the first entry in your employability skills journal, write a one-page report on how you have accumulated one or more of these skills. Make a note of any skills you need to build upon and how you could achieve competency in these areas.

14. Choose a business in your community to study. After requesting permission to study this business, find out how the organizational structure of that business is set up from a marketing perspective. Using the information presented in Section 1.3 in this chapter as a guide for gathering information, find out how the business handles the marketing of goods and/or services, and then categorize the information using the following headings: Regional, International, Brand, Distribution. Write your findings in report format.
15. Create a value equation for a product that you have purchased in the past month. What would make the purchase have less value? More value? No value? Share your findings with a classmate.
16. Invite an expert or a panel of experts who work in the marketing field—such as retail sales, advertising, and/or marketing research—to speak to the class about marketing, brand identification, and distribution strategies. Prepare questions in advance. For example:
 - What does a new entrepreneur need to know about these strategies?
 - What are the pitfalls?
 - How has the Internet changed or altered these strategies?
 - What changes are necessary if a company is dealing in international markets?Write a one-page report on the information provided by the expert or experts.

Reflect On Your Learning

Refer to the list of words and phrases that you compiled when you started this chapter (see **Before You Begin** on page 1). With a partner, discuss whether your initial impressions of marketing have changed. If so, how and why have they changed?