



connect®



Marketing: Application-Based Activities

Gauge Student Knowledge in Real-World Scenarios

Prepare students for the real world with Application-Based Activities (ABA) in Connect. These highly interactive, assignable exercises boost engagement and provide a safe space to apply concepts learned to real-world, course-specific problems. Each ABA involves the application of multiple concepts, providing the ability to synthesize information and use critical-thinking skills to solve realistic scenarios.

Role-Playing

Each Role-Playing ABA **focuses on one topic** and is intended to take **approximately 15-20 minutes** to complete. There are objective questions with correct and incorrect answers, and branching questions that allow students to select optimal, suboptimal, and incorrect responses. A student's particular path in the activity will depend on the decisions the student made on the branching questions.

Marketing Mini Sims

Marketing Mini Sim ABAs put students into the role of a marketing manager for a backpack manufacturing company. Each simulation focuses on a different element of the marketing mix and forces students to make business decisions using the information provided to achieve the established "Mission Goal."

Practice Marketing Full Simulation

This 3D marketing simulation enables students to put their marketing skills to the test in a fun and competitive environment. Within the game, students discover what it takes to be an effective marketing manager. Using strategies learned in class, students must successfully launch a new product to market. Players must analyze sales results, collect competitive information, and refine their product, price, place, and promotional strategies to maximize results and become a market leader.

For Role-Playing and Marketing Mini Sims, we offer a product-specific, chapter correlation guide. This guide suggests which ABAs are best to supplement your course. You can access the guide in Connect. For additional information on the guide, please consult the Connect Asset Map under Instructor Resources. For a detailed description of each ABA, please see pages 6-9.

Marketing Application-Based Activities

Course	Title	ABAs Available	
Principles of Marketing	<ul style="list-style-type: none"> ■ Cannon/Perreault, <i>Essentials of Marketing</i> ■ <i>Connect Master Marketing</i> ■ Grewal <ul style="list-style-type: none"> ■ <i>Marketing</i> ■ <i>M: Marketing</i> ■ Hunt, <i>Marketing</i> ■ Kerin <ul style="list-style-type: none"> ■ <i>Marketing: The Core</i> ■ <i>Marketing</i> 	Marketing Mini Sims	Role-Playing
		<ul style="list-style-type: none"> ■ Planning and the Marketing Mix ■ Buyer Behavior ■ Segmentation ■ Market Research ■ Product Development ■ Pricing ■ Retail Strategy ■ Integrated Marketing Communication ■ Marketing Metrics 	<ul style="list-style-type: none"> ■ Advertising and Sales Promotion ■ B2B Marketing ■ Brand and Brand Management ■ Consumer Behavior ■ Customer Relationship Management ■ Digital Marketing ■ Global Marketing ■ Integrated Marketing Communications ■ Market Growth Strategies ■ Marketing Environment ■ Marketing Ethics and Social Responsibility ■ Marketing Research ■ Marketing Service Gaps ■ New Product Development ■ Personal Selling ■ Pricing ■ Product, Branding, and Packaging ■ Public Relations ■ Retailing and Omnichannel Marketing ■ Segmentation, Targeting, and Positioning ■ Social Media Marketing ■ Supply Chain ■ Supply Chain and Channel Management ■ Supply Chain Preparedness ■ Value Creation
Selling	<ul style="list-style-type: none"> ■ Castleberry, <i>Selling: Building Partnerships</i> ■ Futrell, <i>ABCs of Relationship Selling</i> ■ Hunt, <i>Professional Selling</i> 	<ul style="list-style-type: none"> ■ Planning and the Marketing Mix ■ Buyer Behavior 	<ul style="list-style-type: none"> ■ Personal Selling
Marketing Research	<ul style="list-style-type: none"> ■ Hair, <i>Essentials of Marketing Research</i> 	<ul style="list-style-type: none"> ■ Planning and the Marketing Mix ■ Segmentation ■ Marketing Research ■ Marketing Metrics 	<ul style="list-style-type: none"> ■ Marketing Research

Marketing Application-Based Activities

Course	Title	ABAs Available	
Marketing Management	■ Marshall/Johnston, <i>Marketing Management</i>	Marketing Mini Sims	Role-Playing
		<ul style="list-style-type: none"> ■ Planning and the Marketing Mix ■ Buyer Behavior ■ Segmentation ■ Market Research ■ Product Development ■ Pricing ■ Retail Strategy ■ Integrated Marketing Communication ■ Marketing Metrics 	<ul style="list-style-type: none"> ■ Advertising and Sales Promotion ■ B2B Marketing ■ Build the Brand ■ Consumer Behavior ■ CRM, Big Data, Marketing Analytics ■ Global Marketing ■ Managing Pricing Decisions ■ Market Growth Strategies ■ Marketing Environment ■ Marketing Ethics and Social Responsibility ■ Personal Selling ■ Product Strategy and New Product Development ■ Retailing & Omnichannel Marketing ■ Segmentation, Targeting, and Positioning ■ Social Media Marketing ■ Supply Chain ■ Supply Chain and Channel Management
Services Marketing	■ Zeithaml, <i>Services Marketing</i>	<ul style="list-style-type: none"> ■ Planning and the Marketing Mix ■ Buyer Behavior ■ Segmentation ■ Pricing ■ Retail Strategy ■ Integrated Marketing Communication ■ Marketing Metrics 	<ul style="list-style-type: none"> ■ Marketing Research
Retail Management	■ Levy, <i>Retailing Management</i>	<ul style="list-style-type: none"> ■ Planning and the Marketing Mix ■ Buyer Behavior ■ Segmentation ■ Pricing ■ Retail Strategy 	<p>The Practice Marketing Full Simulation is available standalone as well as with all Principles of Marketing and Marketing Management titles.</p> <p>For additional information on the Marketing ABAs or any of our Marketing titles, please visit bit.ly/MHEmarketing</p>

Marketing Application-Based Activities

Course	Title	ABAs Available	
Advertising	<ul style="list-style-type: none"> ▪ Belch, <i>Advertising and Promotion</i> ▪ Weigold/Arens, <i>Contemporary Advertising</i> ▪ Weigold/Arens, <i>M: Advertising</i> 	Marketing Mini Sims	Role-Playing
		<ul style="list-style-type: none"> ▪ Planning and the Marketing Mix ▪ Buyer Behavior ▪ Segmentation ▪ Market Research ▪ Product Development ▪ Pricing ▪ Retail Strategy ▪ Integrated Marketing Communication ▪ Marketing Metrics 	<ul style="list-style-type: none"> ▪ Advertising Budget ▪ Advertising and Sales Promotion ▪ Art, Design, and Copy ▪ Creative Execution in Digital ▪ Creative Execution in Print ▪ Creative Execution in Television ▪ Creative Strategy and Tactics ▪ Consumer Decision Journey ▪ Developing Creative Strategy ▪ Digital Marketing ▪ Marketing Ethics and Social Responsibility ▪ Market Segmentation ▪ Media Planning ▪ Positioning Strategy ▪ Public Relations ▪ Setting, Measuring, and Evaluating Objectives ▪ Social Media Marketing ▪ Target Audience Identification ▪ Types of Internet Advertising
Digital Marketing	<ul style="list-style-type: none"> ▪ Sachdev, <i>Digital Marketing</i> 		<ul style="list-style-type: none"> ▪ Digital Marketing ▪ Social Media ▪ Social Media Marketing



Easy to access in Connect

1 Log into your Connect Course

2 Go to your Assignments and click “Add Assignment”

3 Select Application-Based Activity

4 Choose to Assign or Preview the chosen ABAs

Marketing Application-Based Activities

Course	Title	ABAs Available	
Consumer Behavior	■ Mothersbaugh, <i>Consumer Behavior</i>	Marketing Mini Sims	Role-Playing
		<ul style="list-style-type: none"> ■ Planning and the Marketing Mix ■ Buyer Behavior ■ Segmentation ■ Market Research ■ Product Development ■ Pricing Retail Strategy ■ Integrated Marketing Communication ■ Marketing Metrics 	<ul style="list-style-type: none"> ■ Advertising and Sales Promotion ■ B2B Marketing ■ Brand and Brand Management ■ Consumer Behavior ■ Customer Relationship Management ■ Digital Marketing ■ Entering a Foreign Market ■ Global Marketing ■ Integrated Marketing Communications ■ Market Growth Strategies ■ Marketing Environment ■ Marketing Ethics and Social Responsibility ■ Marketing Research ■ Marketing Service Gaps ■ New Product Development ■ Personal Selling ■ Pricing ■ Product, Branding, and Packaging ■ Public Relations ■ Retailing and Omnichannel Marketing ■ Segmentation, Targeting, and Positioning ■ Social Media Marketing ■ Supply Chain ■ Supply Chain and Channel Management ■ Supply Chain Preparedness ■ Value Creation
Customer Service	■ Lucas, <i>Customer Service</i>		<ul style="list-style-type: none"> ■ Communicating Positively ■ Contributing to the Service Culture ■ Customer Service via Technology

Description of Assignable Application-Based Activities

Role-Playing

Advertising Budget: Scrumptious Chocolate Company*

Play the role of the marketing manager of Scrumptious Chocolate Company. Determine which budgeting method would be best, and throughout the process of setting a budget for a new product, make key decisions to meet the marketing objectives.

Advertising and Sales Promotion: MARKit!

Play the role of a key member on the advertising team for MARKit!, a well-established company. You will be making decisions about a new advertising campaign.

Art, Design, and Copy: Bricky Blocks*

Play the role of a new copywriter at an agency that works with Bricky Blocks. Familiarize yourself with the client's past work and creative style, then develop effective art and copy to be used in ads for the Bricky Blocks brand.

B2B Marketing: Central Foods

Play the role of a consultant to Central Foods. You will help the bakery manager navigate business-to-business

NEW

Brand and Brand Management: Parallel Insurance

Play the role of a brand manager at a well-known insurance company, Parallel Insurance. After a downward trend that started after the latest marketing campaign, determine the brand equity and advise how to recover.

Build the Brand: Mount Balker Skincare**

Play the role of a brand manager for Mount Balker, an organic skincare brand. Strategize what direction to take with the branding to increase sales. Marketing at its Chisholm Heights store.

NEW

Communicating Positively: A Family In Need***

Play the role of a service worker for a nonprofit organization that provides services to individuals and families who have low income and need subsistence help. Facilitate the interaction between the potential client and another intake counselor.

Consumer Behavior: Choosing a Nursing Program

Play the role of a young professional who decides to go to college for nursing. A friend and coworker will help guide you along your decision-making path.

NEW

Consumer Behavior: Smart Bike

Play the role of a consumer in the target market for a smart bike.

Marketing Mini Sims

Planning and the Marketing Mix

Create channel, advertising, and pricing plans for backpack to ensure a profitable market launch.

Buyer Behavior

Analyze buyer behavior of Outdoor Enthusiasts and design a backpack with high feature desirability.

Market Research

Extract important information about the Luxury Trend followers market and determine how to use that data to gain market share.

Segmentation

Understand the impact of segmentation on the 4Ps and develop a backpack that appeals to the Urban Commuters market.

Product Development

Develop a backpack best suited for the needs, wants, and price sensitivity of the Outdoor Enthusiast market segment.

Pricing

Analyze how price impacts sales and choose the best pricing strategy to achieve your sales goals.

Retail Strategy

Explore the channels available and choose the right ones to meet your net profit and gross margin goals.

Integrated Marketing Communications

Drive an effective IMC effort to create awareness of your product among University Students.

Marketing Metrics

Analyze and apply marketing metrics to achieve a high market share of the School Children market segment.

* Only available with Connect for Advertising

** Only available with Connect for Marshall/Johnston, Marketing Management

*** Only available with Connect for Lucas, Customer Service

**** Only available with Connect for Mothersbaugh, Consumer Behavior

Description of Assignable Application-Based Activities

Role-Playing (continued)

NEW

The Consumer Decision Journey: Spirit Village Theme Park & Resort*

Play the role of a consumer behavior analyst on a team working to promote new vacation packages at an established theme park called Spirit Village. Map out the consumer decision process for consumers

NEW

Contributing to the Service Culture: A Special Occasion***

Play the role of a salesperson in a large department store. Work with your store manager to help a young customer shop for a birthday gift.

Creative Execution in Print: The HeatMug*

Play the role of a copywriter on a team working on a campaign for HeatMug, a new competitor product for the popular NextGen mug. Make decisions about ad layouts, copy, visuals, design principles, and formatting.

Creative Execution in Television: The Blue Collection*

Play the role of an art director. Lead a creative team in making decisions around television advertising.

Creative Strategy and Tactics: Be Clever Ad Agency*

Play the role of the account planner on the team at Be Clever Ad Agency. You will be working with your HealthFizz client and Be Clever colleagues to make sure that the new campaign is a success among their target market.

CRM, Big Data, and Marketing Analytics: Pavo Unique Gifts**

Play the role of a business solution consultant hired by Pavo Unique Gifts. Recommend how to retain and acquire customers

Customer Relationship Management: Grab & Go Grocery

Play the role of a manager of the Customer Relationship Management (CRM) program at Grab & Go Grocery, a meal delivery service. Manage the CRM data to enhance the customer experience and stand out from the competition.

NEW

Customer Service via Technology: The Broken Lamp***

Play the role of a customer service representative for a home products company. Help a customer with recent order.

Developing Creative Strategy: The Blue Collection*

Play the role of a creative director at Under Contract. Lead your team through the creative strategy and creative for your client's campaign to launch a new line of size-inclusive apparel. Product, Branding, and Packaging: The Upcycled Dog

Digital Marketing: Smithfield Recreation Center

Play the role of a summer intern for the local rec center in your college town. Advise on digital marketing efforts.

NEW

Entering a Foreign Market: Prodigy Swimwear****

Play the role of a manager of global market research and consumer insights at a marketing firm. Your new client is launching a new line of inclusive swimwear for women in the United Arab Emirates.

Global Marketing: Take and Bake

Play the role of a newly promoted Associate Manager on the marketing team. It is now your job to make recommendations on the best course of action on where to expand outside the United States.

Integrated Marketing Communications: Soar Travel Agency

Play the role of a consultant for Soar Travel Agency. Advise on how to launch a new advertising campaign.

Managing Pricing Decisions: Mel's Java Joint**

Play the role of a member on the marketing team for a small coffee franchise. Determine which pricing strategy to adopt, select pricing tactics, and advise on exact prices.

Market Growth Strategies: The Better Bean

Play the role of the owner of The Better Bean, a coffee shop that opened three years ago. Your goal is to increase profit enough to hire another part-time employee.

Market Segmentation: MPoppins Backpacks*

Play the role of a co-owner of MPoppins Backpacks. You and two college friends started a business from what was a college project; now you'll be researching and determining your market segment.

Marketing Environment: Waves Speaker

Play the role of a consultant to Waves Speaker. You have been hired to figure out the cause of the decline in sales.

* Only available with Connect for Advertising

** Only available with Connect for Marshall/Johnston, Marketing Management

*** Only available with Connect for Lucas, Customer Service

**** Only available with Connect for Mothersbaugh, Consumer Behavior

Description of Assignable Application-Based Activities

Role-Playing (continued)

Marketing Ethics and Social Responsibility: Bohrd's Boards

Play the role of a marketing consultant. Joe Bohrd was a celebrity surfer who has transitioned to making highperformance, environmentally-friendly surfboards. You will need to navigate a number of issues regarding ethics and social responsibility as he tries to grow his business.

Marketing Research: Swift and Snug Furniture

Play the role of a market research consultant for the Swift and Snug Furniture. Guide the marketing director and CEO in their market research process and help them to make informed decisions based on the data collected.

Marketing Service Gaps: Evergreen Hotel

Play the role of the customer service consultant for the Evergreen Hotel. Identify service gaps and create a new employee training program to increase the hotel's customer service ratings.

Media Planning: Burger Stop*

Play the role of the media planner consultant for Burger Stop, a regional burger and ice cream shop. Identify the gaps in its advertising and recommend how to use its resources to yield the highest results possible.

New Product Development: Cyberheads

Play the role of a new marketing manager at Cyberheads. Decide on a strategy to reinvigorate sales of virtual reality headsets.

Personal Selling: Buddle Health

Play the role of an inside sales representative with a health care insurance firm. Apply your personal-selling skills to gain at least three new clients in your first week.

Positioning Strategy: HealthFizz Sport Drink*

Play the role of the advertising consultant for HealthFizz, a sport drink company. Advise the advertising director and marketing director on how to reposition their product.

NEW

Positives and Negatives in Nonverbal Communication: Prime Footwear***

Play the role of an acquisitions specialist who has identified a brand of boating shoes to carry. Make decisions related to nonverbal positives and negatives.

Pricing: Hoops and Studs

Play the role of a college student who has opened an online store to sell homemade jewelry. You will work through the price-setting process to determine the right price for your products.

Product, Branding, and Packaging: The Upcycled Dog

Play the role of a branding consultant for The Upcycled Dog. Develop a marketing strategy for improving sales through brand revitalization and packaging.

Product Strategy & New Product Development: Signal Flash Drive**

Play the role of a product manager working to bring the Signal Flash Drive to market. Work through the new product development process, from market research and concept testing to production and marketing.

Be sure to access the Instructor and Student Getting Started Tools!

1 Log into your Connect course

2 Click on Instructor Resources

3 Click on ABA Supplements

* Only available with Connect for Advertising

** Only available with Connect for Marshall/Johnston, Marketing Management

*** Only available with Connect for Lucas, Customer Service

**** Only available with Connect for Mothersbaugh, Consumer Behavior

Description of Assignable Application-Based Activities

Role-Playing (continued)

Public Relations: Diamond Financials*

Play the role of senior manager of public relations and branding for Diamond Financials, a financial firm that manages people's personal finances. You will be selecting public relations tools to respond to internal and external crises.

Public Relations: Product Backlash at Wilson's

Play the role of an Earned Media and Media Relations Specialist. Determine the appropriate public relations response for your client, Wilson's.

Retailing & Omnichannel Marketing: Fit Food Grocery Store

Play the role of a consultant for the Fit Food Grocery Store to develop omnichannel marketing for the chain.

Segmentation, Targeting, and Positioning: Burger Bistro

Play the role of a marketing intern for Burger Bistro. Help make decisions related to segmentation, targeting, and positioning the restaurant to meet the local market's needs.

Segmentation, Targeting, and Positioning: Take a Hike Inc.**

Play the role of an owner of a small outdoor sporting goods. Look at the market and see what customers are truly wanting from the store.

Setting, Measuring, and Evaluating Objectives: Cleaning Essentials*

Play the role of a new team member on the strategy and research team at a major advertising agency. You will be working with their new client, Cleaning Essentials, to set realistic marketing and advertising objectives and also responsible for choosing the correct tools to measure and evaluate your campaigns success in reaching those goals.

Social Media: Mixin' It Up*

Play the role of a social media manager for a celebrity's new cooking line. Decide how to manage social media to introduce the new line given the celebrity's goals and target audience.

Social Media Marketing: Chew-Bocce

Play the role of a newly hired social media manager. Monitor and run social networks and drive app usage for Chew-Bocce, a popular food and entertainment venue.

Supply Chain and Channel Management: Snack Attack

Play the role of a supply chain manager. Your mission will be to evaluate the current condition and then implement changes needed to improve the supply chain and yield more growth and revenue for Snack Attack.

Supply Chain: Where's the Toilet Paper?

Play the role of vice president of distribution for ValueMart, a chain of American supercenters, to explain how COVID-19 has disrupted the supply chain.

NEW

Supply Chain Preparedness: ValueMart

Play the role of vice president of distribution at ValueMart. Recommend a solution for effective supply chain management, so the company is not caught off guard again.

Target Audience Identification: Recycled Treads*

Play the role of the account planner at the agency that works with Recycled Treads, a shoe brand that makes their shoes from other recycled shoes/materials. Decide whom the Recycled Treads brand should target based on the information you learn about the brand and consumers.

NEW

Types of Internet Advertising: "I Made That" Global Marketplace*

Play the role of an SEO specialist on a digital marketing team with a new client. Determine the types of online advertising that are most appropriate for promoting I Made That and gaining new crafters selling on the site.

Value Creation: Relevance Tech Company

Play the role of the marketing manager of Relevance Tech Company. You will be leading the marketing strategies for their laptop products.

* Only available with Connect for Advertising

** Only available with Connect for Marshall/Johnston, Marketing Management

*** Only available with Connect for Lucas, Customer Service

**** Only available with Connect for Mothersbaugh, Consumer Behavior