



# Marketing Application-Based Activities

Included in McGraw Hill Connect®

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The Connect **Application-Based Activities (ABAs)** are highly interactive activities that immerse students in real-world business environments. Placed in the role of a marketing manager or business professional, students are challenged to apply multiple concepts and make data-informed decisions. **Review the definitions below to determine which type is the best fit for your course!**

## Role-Playing Application-Based Activities\*\*

The Marketing Role-Playing ABAs provide students valuable practice using problem solving skills to apply their knowledge to realistic business scenarios. ABAs often involve multiple decision-making paths and allow students to see the impact of their decisions immediately.

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 there are also 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 Sim Application-Based Activities\*\*

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. Within this simulated environment, players must analyze sales results, collect competitive information, and refine their product, price, place, and promotional strategies in order to maximize results and become a market leader.

\* A product-specific, chapter correlation guide is available within Connect suggesting which Application-Based Activities to assign to supplement your course. Please consult the Connect Content Matrix under Instructor Resources for additional information.

\*\* See pages 4-5 for a more detailed description of each Application-Based Activity.

# Marketing Application-Based Activities

Course	Title	ABAs Available	
Principles of Marketing	<ul style="list-style-type: none"> <li>• Grewal               <ul style="list-style-type: none"> <li>- Marketing 8e</li> <li>- M: Marketing 7e</li> </ul> </li> <li>• Hunt, Marketing 3e</li> <li>• Kerin               <ul style="list-style-type: none"> <li>- The Core 9e</li> <li>- Marketing 15e</li> </ul> </li> <li>• Perreault, Essentials of Marketing 17e</li> <li>• Connect Master Marketing 2.0</li> </ul>	Marketing Mini Sims:	Role-Playing ABAs
		<ul style="list-style-type: none"> <li>• Planning and the Marketing Mix</li> <li>• Pricing</li> <li>• Buyer Behavior</li> <li>• Integrated Marketing Communication</li> <li>• Market Research</li> <li>• Marketing Metrics</li> <li>• Planning &amp; The Marketing Mix</li> <li>• Product Development</li> <li>• Retail Strategy</li> <li>• Segmentation</li> </ul>	<ul style="list-style-type: none"> <li>• Value Creation</li> <li>• Marketing Ethics and Social Responsibility</li> <li>• Market Growth Strategies</li> <li>• Marketing Environment</li> <li>• Global Marketing</li> <li>• Marketing Research</li> <li>• Consumer Behavior</li> <li>• B2B Marketing</li> <li>• Product, Branding, and Packaging</li> <li>• Marketing Service Gaps</li> <li>• Pricing</li> <li>• Supply Chain</li> <li>• Supply Chain and Channel Management</li> <li>• Retailing and Omnichannel Marketing</li> <li>• Integrated Marketing Communications</li> <li>• Social Media Marketing</li> <li>• Advertising and Sales Promotion</li> </ul>
Selling	<ul style="list-style-type: none"> <li>• Castleberry, Selling: Building Partnerships 11e</li> <li>• Futrell, ABCs of Relationship Selling 13e</li> <li>• Hunt, Professional Selling 1e</li> </ul>	<ul style="list-style-type: none"> <li>• Planning and the Marketing Mix</li> <li>• Buyer Behavior</li> </ul>	<ul style="list-style-type: none"> <li>• Personal Selling</li> </ul>
Marketing Research	<ul style="list-style-type: none"> <li>• Hair, Essentials of Marketing Research 5e</li> </ul>	<ul style="list-style-type: none"> <li>• Planning and the Marketing Mix</li> <li>• Marketing Research</li> <li>• Marketing Metrics</li> <li>• Segmentation</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Research</li> </ul>
Retail Management	<ul style="list-style-type: none"> <li>• Levy, Retailing Management 10e</li> </ul>	<ul style="list-style-type: none"> <li>• Planning and the Marketing Mix</li> <li>• Buyer Behavior</li> <li>• Segmentation</li> <li>• Pricing</li> <li>• Retail Strategy</li> </ul>	<p>The <b>Practice Marketing Full Simulation</b> 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 <a href="https://bit.ly/MHEmarketing" style="color: yellow;">bit.ly/MHEmarketing</a></p>

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Course	Title	ABAs Available
Services Marketing	<ul style="list-style-type: none"> <li>Zeithaml, Services Marketing 7e</li> </ul>	<p><b>Marketing Mini Sims:</b></p> <ul style="list-style-type: none"> <li>Planning and the Marketing Mix</li> <li>Buyer Behavior</li> <li>Integrated Marketing Communication</li> <li>Pricing</li> <li>Retail Strategy</li> </ul>
Marketing Management	<ul style="list-style-type: none"> <li>Marshall/Johnson, Marketing Management 3e</li> </ul>	<ul style="list-style-type: none"> <li>Planning and the Marketing Mix</li> <li>Pricing</li> <li>Buyer Behavior</li> <li>Integrated Marketing Communication</li> <li>Market Research</li> <li>Marketing Metrics</li> <li>Planning &amp; The Marketing Mix</li> <li>Product Development</li> <li>Retail Strategy</li> <li>Segmentation</li> </ul>
Advertising	<ul style="list-style-type: none"> <li>Arens, Contemporary Advertising 16e</li> <li>Belch, Advertising and Promotion 12e</li> <li>Arens, M: Advertising 4e</li> </ul>	<ul style="list-style-type: none"> <li>Planning and the Marketing Mix</li> <li>Pricing</li> <li>Buyer Behavior</li> <li>Integrated Marketing Communication</li> <li>Market Research</li> <li>Marketing Metrics</li> <li>Planning &amp; The Marketing Mix</li> <li>Product Development</li> <li>Retail Strategy</li> <li>Segmentation</li> </ul>

## How to Access Application-Based Activities in McGraw Hill Connect®

- 1 Log into your Connect Marketing course
- 2 Add Assignment
- 3 Select Application Based Activity
- 4 Choose to Assign or Preview the ABAs
- 5 To learn more, visit [bit.ly/how\\_to\\_ABA](http://bit.ly/how_to_ABA)

## Role-Playing ABAs

- Advertising Budget
- Creative Strategy and Tactics
- Market Segmentation
- Media Planning
- Positioning Strategy
- Advertising and Sales Promotion
- Setting, Measuring, and Evaluating Objectives
- Marketing Ethics and Social Responsibility
- Social Media Marketing
- Target Audience Identification
- Public Relations

# Description of Assignable Application-Based Activities

## Role-Playing ABAs

### 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

NEW

### 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 high-performance, environmentally-friendly surfboards. You will need to navigate a number of issues regarding ethics and social responsibility as he tries to grow his business.

### 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.

### Marketing Environment: Waves Speakers

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

### 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.

### 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.

### 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

### B2B Marketing: Central Foods

Play the role of a consultant to Central Foods. You will help the bakery manager navigate business-to-business marketing at its Chisholm Heights store.

### 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.

### 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.

Role-Playing ABAs continued on the next page

## Marketing Mini Sim ABAs

### 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 Trendfollowers 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.

# Description of Assignable Application-Based Activities

## Role-Playing ABAs (continued)

NEW

### **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.

### **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.

### **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.

### **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.

### **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.

NEW

### **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.

### **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.

### **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.

### **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.

### **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

### **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.

### **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.

### **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.

### **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.

### **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.

NEW

### **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.

\* Available with Connect for Advertising only.

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

- 1 Log into your Connect course
- 2 Click on Library
- 3 Click on Instructor Resources
- 4 Click on ABA Supplements