

## CH II Vignettes (6th Ed)

- Company: Real Time Cases
- Problem: case studies were dated and old by the time they were taught in class.
- Acquired by a company that promoted PTC through guerilla marketing (conferences...)

- Also they use social media heavily
- used in  $\geq 40$  colleges in the USA
- Produce either written or video cases that can then be presented in classes.

## What Went Wrong CH II (6th Ed)

- successful marketer from Apple, and Target, marketer guy Ron Johnson
- Goal was to overhaul JCPenny, and JCP hired RJ to help, but sales  $\downarrow$  fast...
- Removed sales, instead favoring every day low option.

- Also, RJ did not test his ideas beforehand.

- Lastly, He completely <sup>mis</sup>understood what JCP was. He thought clientele would enjoy a 'stores within store' model, whereas they were mostly thrifty people.

## Chapter 11

- Selecting a Target Market
  - segment that market:
    - ↳ same needs/wants in segment
    - ↳ different needs/wants outside
    - ↳ Large enough for \$\$
  - product attribute map
    - ↳ displays how different products stack up against each other.

- Brand Equity
  - ↳ things a firm possesses that increase its valuation during IPO

## \* - 4 P's of Marketing

Product → what?

Price → how \$

Promotion  
↳ ads...

Place  
↳ channels