

Engagement Exercises Chat Recordings

Engagement Exercises:

Review the Chat Recordings

Students must perform an engagement exercise by attending the chat on Mondays OR the student must listen to the chat and perform a writeup of the slides.

IF YOU DON'T ATTEND THE CHAT, THIS IS A REQUIREMENT.

The chat recordings are required. Therefore, if you are not able to attend, you are required to review the chat recording and write a minimum of 2 sentences on each slide that is covering the required items. You must include information on the chapters that were covered, key information on the assignments covered with due dates, and exhibit information that was covered.

The total writeup should be at least 400 words on the YouSeeU recording to receive credit. Your chat recording is graded on the following Chat Learning Task Rubric. You must include information on the chapters that were covered, key information on the assignments covered with due dates, and exhibit information that was covered.

Engagement Exercise Chat Rubric				
Score	Criteria and Standards	0	1-1.5	2-2.5
	Interpretation of content (information on the chapters that were covered).	misleading	somewhat accurate	completely accurate
	Interpretation of content (key information on the assignments covered with due dates).	misleading	somewhat accurate	completely accurate
	Interpretation of content (exhibit information that was covered).	misleading	somewhat accurate	completely accurate
	Connection of chapter information	weak	previous content	elaboration
	Additional requirements			
	Identify slide number (#)			-1
	at least 400 words overall			-1
	minimum of 2 sentences per slide			-1

Abbreviated Example below

Week 1 Engagement Exercise

Slide 1 Exam 1: Historically, Exam 1 has seen an average score of around 90%. However, this time the mean average was slightly lower at 86.72%. Surprisingly, there were quite a few students who received grades below 70%, which is higher than in previous exams. Due to the challenging circumstances faced by many students, Dr. Meyers is offering a retake exam within the next 10 days. It's important to inform Dr. Meyers if you choose to retake the exam and provide an explanation of the difficulties you encountered.

Slide 2 EE: The EE (Engagement Event) serves as a measure of student participation and involvement in the lectures. It takes into account both attendance and EE responses to gauge the level of student engagement. Remember that missing lectures can put you at a disadvantage in your coursework, which is why the EEs are important in assessing your engagement.

Slide 3 Product: The Heart of Marketing: At the core of any business, customers seek a good product or service. In the case of Starbucks, they go beyond offering a good product by providing a social environment and a certain lifestyle experience. Keep in mind that no amount of great promotion, pricing, or distribution can compensate for a subpar product.

Slide 4 What Is a Product?: A product is something that delivers value to fulfill a customer's need or want. It can encompass physical goods, services, events, and more. It's worth noting the distinction between a product and a product item, where a product can extend beyond something physical, such as an experience. Additionally, Stock-Keeping Units (SKUs) are used as unique identifiers for easy tracking of items.

Slide 5 Defining the Product at Southwest Airlines: Southwest Airlines, like any airline, provides essential benefits by transporting customers from one point to another. The core product goes beyond this by ensuring on-time and safe travel, delivering a great overall experience. Enhanced products, often associated with luxury goods, exceed the core product by providing experiences that go above and beyond customer expectations, such as frequent flyer programs and reserved seating. Remember that these concepts can apply to other businesses and their products, catering to different customer preferences at different times.

Entry 1: In Chapter 2, the focus is on customer-based brand equity and brand positioning. It's interesting to consider how branding strategies can be applied to political campaigns, where high brand awareness, often referred to as "high name ID," plays a crucial role. When I was reading about problem formulation, I found the information quite complex initially. However, once I grasped the formulas and steps involved, it became much easier, even when dealing with fractions. Excel Solver came in handy for maximizing values and determining optimal production levels.

Entry 2: Chapter 4 delves into the selection of brand elements for building brand equity. It's worth noting the potential challenges that brand names closely tied to a specific positioning may pose. This reminds us that while a strong brand name can be an asset, it might limit a brand's flexibility if it needs to be repositioned in the future.

Entry 3: Chapter 5 explores the design of marketing programs to enhance brand equity. The idea of creating a "store-within-a-store" is intriguing. Brands like Nike and Polo have taken this approach by establishing their own shops within major department stores. It's a clever strategy that allows brands to benefit from the retailer's image while retaining control over product presentation. This shows how brands can be innovative and strategic in their distribution methods.

Entry 4: The video featuring Jeff Bezos sheds light on Amazon's business strategy, emphasizing long-term thinking, customer centricity, and a passion for innovation. It's fascinating to see how these three principles are interconnected and contribute to Amazon's success. What struck me was how much fun they have while applying this approach.

Entry 5: The video discussing why Starbucks failed in Australia reveals an interesting strategy. By capitalizing on Australia's popularity as a tourist destination, Starbucks tapped into the familiarity U.S. and Chinese tourists had with the

brand. This highlights how global brands can leverage their recognition to appeal to specific markets, and it's a smart move considering the diverse customer base in Australia.

Entry 6: The video explores how Apple and Nike have successfully positioned themselves in consumers' minds. Apple's consistent messaging and branding have reinforced the perception that Apple products are for creative and innovative individuals. It's impressive to see how a brand can shape its identity and resonate with its target audience through strategic positioning.

Entry 7: In the video, Philip Kotler discusses the challenge of maintaining a strong brand value proposition within the sales force. It's a common headache for marketers when the sales team deviates from the value proposition, often resorting to price cuts to make a sale. This emphasizes the importance of training and managing the sales force effectively to ensure they effectively communicate the brand's value proposition.

Entry 8: The video highlights the failure of well-established companies like Kodak, Blockbuster, and Sears, and the impact of disruption. Disruption occurs when new competitors, alternative business models, or emerging technologies change the game. It's a stark reminder that even the biggest companies can falter if they fail to adapt to new market dynamics. It's crucial to embrace change and stay ahead of the curve to avoid a similar fate.

Week 1 Engagement Exercise

Slide 1 Exam 1

In the past, the mean average of Exam 1 has been around 90%, but this exam had a lower mean at 86.72%. Dr. Meyers said that quite a few students got low grades below 70% which is higher than previous exams as well. Due to the previously stated fact, there are a lot of outside factors going on right now which is why Dr. Meyers is offering a re take exam available to all students within 10 days. We need to let Dr. Meyers know if we choose to re take the exam and explain where/why we had difficulty.

Slide 2 EE

The EEs are in place to determine student engagement and absorption of the presented material. The number of students who attend the lectures is counted, as well as the EE responses to determine the total student involvement. If you miss the lectures, you will be behind going forward with your classes which is the focus of the EEs by Dr. Meyers.

Slide 3 Product: The Heart of Marketing

The product experience is what a customer is looking for by going to a business, at the core of it all, they want a good product. Starbucks goes beyond their good product to provide customers with social interaction and lifestyle at their business locations. If a business' product isn't good, great promotion, pricing, distribution, or any other marketing tactics won't be able to make up for it.

Slide 4 What Is a Product?

A product delivers value to satisfy a need or want of a customer that includes physical merchandise, services, events, people, etc. There is a difference between a product and a product item with a product not necessarily meaning something physical like a product item (baseball game ticket), but more along the lines of an experience (baseball game). You also have Stock-Keeping Units (SKUs) that are distinct identifications for items so that they can easily be tracked.

Slide 5 Defining the Product at Southwest Airlines

Essential benefits in regards to Southwest Airlines or any airline, is that they provide the customer with the product/service of getting them from Point A to Point B. The core product would be going further than the essential benefits and

providing an on time, safe, and great experience for the customer. Enhanced products are usually related to luxury products since they go beyond the core product to provide the customer with experiences that go beyond their expectations, frequent flyer programs, and reserved seating. These concepts are corresponding to Southwest Airlines, but they can be applied to other businesses and their products. The different categories are selected based off what the customer is looking for at that time. Customers will choose the essential category sometimes and the enhanced category maybe for something else.

Example Ended