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.



Abbreviated Example below

Name

Course

Date of recording

Week 10 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 choice 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, the 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 what 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***