

Name:

Marketing

Food Marketing Series PARTICIPANT INSTRUCTIONS

PERFORMANCE INDICATORS

1. Describe marketing functions and related activities.
2. Identify forms of economic utility created by marketing activities.
3. Handle customer inquiries.
4. Explain marketing and its importance.
5. Explain the concept of marketing and market identification.

EVENT SITUATION

You are to assume the role of grocery department manager for a nationwide supermarket. As you are reviewing department restocking sheets, an angry customer approaches you and complains to you about how manufacturers and retailers waste money on marketing their goods. The customer emphatically states that retail prices could be significantly lower if manufacturers spent less money on marketing their products.

You are quite aware that marketing makes buying easier for customers. It also creates new and improved products at lower prices. You are to take this opportunity to respond to the customer and explain the economic benefits of marketing. Consider the following economic concepts when responding to the customer:

- How marketing adds value (utility) to a good or service
- Place utility
- Time utility
- Information utility
- Possession utility

The role-play will take place on the sales floor. The customer (judge) will begin the role-play by explaining his/her feelings concerning retail prices. After you have answered the customer's questions, the customer (judge) will end the role-play by thanking you for your explanation.