

## **Video Case Study #1: Carmex: Leveraging Facebook for Marketing Research**

([http://ezto.mheducation.com/extMedia/bne/mktg/kerin5e/videos/Ch07\\_Carmex.mp4](http://ezto.mheducation.com/extMedia/bne/mktg/kerin5e/videos/Ch07_Carmex.mp4))

- 1- What are the advantages and disadvantages for the Carmex marketing team in collecting data to narrow the flavor choices from three to two using (a) an online survey of a cross-section of Internet households or (b) an online survey of Carmex Facebook likers?
- 2- (a) On a Facebook brand page, what are “engagement” and “likes” really measuring? (b) For Carmex, which is more important and why?
- 3- (a) What evokes consumers’ “engagement” on a brand page on Facebook? (b) What attracts consumers to “like” a brand page on Facebook?
- 4- (a) What are the advantages of using a fixed-alternative poll question on Facebook? (b) When do you think it would be better to use an open-ended question?
- 5- (a) If you had a limited budget and two weeks to decide which two flavors to put into quantitative testing, would you choose “poll only” or a “contest only” strategy? Why? (b) If you had a sizable budget and two months to make the same decision, which scenario would you choose? Why?

## **Video Case Study #2: Prince Sports Inc**

([http://ezto.mheducation.com/extMedia/bne/mktg/kerin5e/videos/Ch08\\_Prince.mp4](http://ezto.mheducation.com/extMedia/bne/mktg/kerin5e/videos/Ch08_Prince.mp4))

- 1- In the twenty-first century, what trends in the environmental forces (social, economic, technological, competitive, and regulatory) (a) work for and (b) work against Prince Sports in the tennis industry?
- 2- Because sales of Prince Sports in tennis-related products depend heavily on the growth of the tennis industry, what marketing activities might the company use in the United States to promote tennis playing?
- 3- What promotional activities might Prince use to reach (a) recreational players and (b) junior players?
- 4- What might Prince do to help it gain distribution and sales in (a) mass merchandisers like Target and Walmart and (b) specialty tennis shops?
- 5- In reaching global markets outside of the United States, (a) what are some criteria that Prince should use to select countries in which to market aggressively, (b) what three or four countries meet these criteria best, and (c) what are some of the marketing actions Prince might use to reach these markets?