**Project 3 :: She Sells Cell Phones at the Cell Store**



**Principles of Marketing**

**Project description**

This project introduces students to a number of marketing concepts, such as channels of distribution, pricing, and product/service management, in the context of the cellular phone industry. Each team pulls a slip of paper from a “hat.” That slip of paper will contain the name of a cell phone company in the local area. Each team should have a different cell phone company than other teams in the class. Each team conducts primary and secondary research to learn about the company, including the company’s product offerings, channels of distribution, positioning strategies, and branding tactics. After conducting the research, each team develops a written report which contains detailed information about the assigned cell phone company. After all of the team reports are completed, the class works together to develop a cell phone comparison chart for distribution to local parents and students. Finally, students work in teams and as a whole class to determine a product mix, positioning, and channel management ideas for their non-profit business.

**Duration**: 3 1/2 weeks

**Driving question:** How do cell phone companies successfully manage, price, and position their products?

**Written report**

Each team conducts primary and secondary research to develop a written report about the team’s assigned cell phone company. The written report should contain detailed information about the cell phone company, its offerings, and its product management strategies.

**Cell Phone Comparison Chart**

After each team has completed and turned in its written report, the class develops a detailed chart which compares the teams’ cell phone companies. (The students should determine as a class what criteria should be used on the chart for comparison of the cell phone companies.) After the cell phone comparison chart is complete, it will be posted to the school's webpage so local parents and students can comparison-shop among the various cellular phone companies.

**Reflection**

See page 4 for information about this component.

**Assessments**: **Quiz 3A**

* + - Describe the uses of grades and standards in marketing
    - Explain warranties and guarantees
    - Describe the impact of product life cycles on marketing decisions
    - Explain factors affecting pricing decisions
    - Explain the nature of channels of distribution

**Quiz 3B**

* + - Explain the concept of product mix
    - Describe factors that marketers use to position products/services

**Objective Test**

* Quizzes 3A & 3B
* Explain the nature of product/service branding
* Explain the nature of corporate branding

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| **Assigned Cell Phone Company:** |  |
| **Grades and Standards** | 1. What cell phone grade and/or standard does this cellular company use? 2. What are the advantages and disadvantages of this grade and/or standard? |
| **Warranties and Guarantees** | 1. Does this cellular company offer warranties on its products? 2. What are the terms of its most commonly offered warranty? 3. Does this cellular company offer guarantees on its products? 4. What are the terms of its most commonly offered guarantee? |
| **Product Life Cycles** | 1. What has been the impact of product life cycles on the cell phone company’s marketing decisions? 2. How has the cell phone company extended the life cycle of one of its products? |
| **Pricing** | 1. What factors do you think affect the company’s pricing decisions? 2. What makes you think that these factors affect the company’s pricing decisions? 3. What are the cell phone company’s pricing objectives? 4. Why do you think that these are the company’s pricing objectives? |
| **Channels of Distribution** | 1. What channels of distribution does the cell phone company use to get its products to consumers? |
| **Product Mix** | 1. What are the company’s product lines? 2. For each product line, what are the product items? 3. What is the company’s product mix? 4. What are the advantages and disadvantages of this product mix? 5. What type of product mix does this company offer—narrow, broad, deep, and/or shallow? 6. Why does the company offer this type of product mix? 7. What type of product-mix strategy does the company employ? |
| **Positioning** | 1. What type(s) of positioning strategies does this company use? 2. How does the company use marketing mix elements to position its products and/or company? |
| **Branding** | 1. What characteristics make this company’s brand name effective? 2. What is the brand’s stage of brand loyalty? 3. What symbols, names, and/or characters are associated with this brand identity? 4. What are the brand values? 5. What is the brand personality? 6. How does the company use touch points to build its brand? |

**Reflection**

Students will use a marketing plan from Project 2 (found at www.mplans.com) to answer the following questions, rekeying the questions and answers using MS Word

1. What goods and services does the business plan to offer?
2. How would you categorize these goods/services?
3. How is the company positioning itself against its competitors?

4. What is the company’s intellectual property?

5. How is the company protecting its intellectual property?

6. Determine what branding strategies the company plans to use.

7. Identify examples of customer touch points employees at the company will have.

8. Recommend ways the business can make the most of the touch points identified.

9. Where is the business’s product in its life cycle, and what impact should this have on the four Ps?

10. What quality assurances does the company offer?

11. What factors are currently having the most impact on the product’s price?

12. What goods/services will the class’s nonprofit business offer? What branding strategies should the class use?

13. What channels of distribution will the company’s goods/service use?

14. Prepare a diagram depicting the channels of distribution identified in the marketing plan.

15. Why do you think the business chose the identified channels?

16. What additional distribution channels do you recommend the company consider?

17. Diagram the recommended distribution channels.

18. Why did you recommend those distribution channels?

19. What would be an appropriate distribution channel(s) for the nonprofit business the class will open?

Discuss the groups’ responses with the class. Then, ask each team to share its ideas regarding the class’s business venture. The class comes to an agreement about what the business’s product mix should be, discusses how to go about positioning this product mix, plans its branding strategies, and identifies appropriate distribution channels for its products. The results of this whole-class discussion should be saved for use in the Business Strategies course.