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Week 1 Question Responses

ECO419 – Economics of Marketing and Manager

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Chapter 1

Question = 2 Assume you are about to graduate. How would you apply marketing principles to your job search? In what ways would you be able to create, communicate, and deliver value as a potential employee, and what would that value be, exactly? How would you prove that you can deliver that value?

In preparing for a job search after graduation, I would create a resume outlining the value to show my accomplishments during my years in school. In addition, I would include course projects taken relevant to the job I was seeking. For example, if my dream job is a marketing role, and I worked on a marketing project independently or with a team in school, I would incorporate the results of the project on the resume, such as a grade, and what skills I developed from participating. In addition, I would describe any professional, social or community activities in which I participated. For instance, if I volunteered to run a nonprofit marketing campaign for underprivileged children needing clothing, books, or food, I would highlight the personal reasons for participating, the marketing skills achieved, and the overall benefit to the children and foundation. In addition to a resume, I would create a LinkedIn profile highlighting my education, work experience, marketing activities, and skills. Regarding how I would prove that you can deliver value, that would take place during the interview, where I would discuss my accomplishments, and how my skills, strengths and personal beliefs align with the organizational goals and objective, including its mission statement (Tanner & Raymond, 2019).

Question – 8 Why is service-dominant logic important?

According to Tanner & Raymond (2019), a service-dominant logic is an approach to business that recognizes that customers do not distinguish between the tangible and the intangible aspects of a good or service, but rather see a product in term of its total value. In my

opinion, this is true. In fact, people have access to vast data to compare products quality, pricing, and service before purchasing or using a service. That said, as a salesperson in the industrial lubricants market selling commodities with intense competition, I am expected to understand how to show value both intangible and tangible when creating a value proposition for a customer. With that in mind, a value proposition outlines the benefits to the customer of purchasing a product or service (Tanner & Raymond, 2019). For example, prior to presenting a value proposition to a customer, I need to understand the customer needs and issues, including my competitors offerings. In addition, I need to know the regulatory aspects, market pricing, and the benefits my product brings to the customer and my organization. In the end, most of my customers can buy what I am selling from others, therefore I must show them the benefits of my services versus competition, such as technical expertise, quality, on-time deliveries, local manufacturing and warehousing, on-line order tracking, and excellent customer service. Without these offerings, a customer can buy tangible raw materials from any of my competitors at the same cost with added intangible benefits.

Chapter 2

Question 2 – Explain how an organization like McDonalds can use licensing to create value for its brand.

McDonalds engages in what Tanner & Raymond (2019) refer to as a franchise license agreement. This type of license allows the franchiser to collect a fee from the franchisee to use its branding, operations, and business model (2019). In my opinion, this creates value for both parties. For instance, the franchisee is gaining instant recognition because of McDonald's well-known reputation and name. Also, it reduces the risk of failing with a business without any

recognition. As for the value a license agreement creates for McDonald's, it allows McDonalds to continue to grow both nationally and regionally heightening the brand recognition.

Question 5 – Describe the value proposition the social networking sites YouTube and Facebook offer users.

A value proposition is the value a company commits to deliver if a customer buys its product (Investopedia). It is incorporated into the sellers marketing strategy. In the case of Facebook, its site offers people many types of services. The basic service is the ability to share information such as photos and comments instantaneously with friends and family. For businesses, it offers its subscribers access to a large platform of potential consumers. It also offers consumers behavior tracking services. As for YouTube, a video platform, it offers consumers the ability to reach millions by uploading videos and music. When all is said and done, both these platforms offer a vast array of services for people to connect, advertise, solicit consumers, and make money.

Chapter 3

Question 4 – What purchasing decisions have you been able to influence in your family and why? Is marketing to children a good idea? If not, what if one of your competitors were successful in doing so? Would it change your opinion?

In 2017, I influenced my husband to purchase a home about 5-miles away from the beach where I lived for most of my life. My husband loved living by the beach, however I was ready for a change. Mainly because, I was ready for a more quiet and less congested location. However, I was not ready to move to far from my family and friends. That said, considering we both are in our fifties, my husband did not want to large mortgage. Although, I found a desired area with a nice size property and not too far, the house needed a lot of work, with a price tag a

little higher than we agreed. Nonetheless, I convinced by husband to buy the house by outlining the value of purchasing an older home in a safe town, with many amenities. For example, this older home with larger property was taxed a lot less than our newer home with smaller property. The town offered mass transit, great schools, with great restaurants. The home was situated about .4 tenths of a mile from the garden state parkway, and 1.4 miles from Bell Works industrial park, a desirable place for young professionals to work. In the end, we made a great decision, our homes value has increased 48% since Covid due to the influx of New York residents moving to the suburbs. Also, due to many NYC based comings moving its locations to Bell Works, 1.4 miles from our home.

In my opinion marketing to children is beneficial only if it doesn't promote unsafe or unhealthy toys, services, or social information. For example, I believe marketing technical schools and colleges to upcoming graduates in so order to assist in providing a future for students. In addition, I strongly agree with marketing social, religious, and mental health services to young people to assist with suicide, abuse, and teen pregnancy. On the other hand, I do not believe in promoting products that are detrimental to a child's self-esteem. For example, weight loss gimmicks, medications, and violent and sexual video games to name a few. In the end, child marketing should not in any way incur a negative effect to children. Therefore, even if a competitor was engaging in such practices, a company has an ethical and legal obligation to not follow.

Economics - Chapter 2

Why is managerial economics relevant to managers?

Economic is the study of production, distribution and consumption of goods and services (Stengel, 2011). Managerial economics is the heart of what managers and organizations depend

on to produce a profit. To produce a profit, managers need to consider the components of economics within its business and the external factors affecting the economy and the business in which they operate. For example, to decide whether to switch resources or to add resources to produce a product a manager must evaluate whether that product is worth the switch or addition of resources. If not, then resources should shift to another product mix. In the end, organizations and managers need to evaluate the needs and wants of the consumer, the resources available, and the cost versus the profits to determine if the product creates value and benefit to both parties (Stengel, 2011).

References

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