# Module 1 - SLP

# ESSAY MUST BE ORIGINAL AND NOT COPIED FROM SOMEWHERE ELSE. SCHOOL USES TURINTIN CHECKER FOR PLAGIARISM.

## Product

For the Session Long Project you will be choosing a company whose product you personally use and applying the concepts from the background materials to analyze this company’s marketing strategy.

Make sure to choose a company that has a lot of information available, as you will need to analyze many different aspects of this company’s marketing strategy while writing up your Modules 1-4 papers.  It is best to choose a large and well known company since these companies will generally have the most information available about it.

Do some research on your chosen company and the specific product from this company that you use, and also review the background materials on product classifications, the product life cycle, and new product development.  When you are done with your research and have thoroughly reviewed the background materials, write a two to three page paper addressing the following questions:

1. Briefly describe the company and product you have chosen, and why you chose it. Then explain what type of product it is based on the classifications from Richardson and Gosnay (2010). [This answer should be between one to two paragraphs in length]

**For this Assignment, choose AMAZON as the company.**

1. What stage of the product life cycle is this product at right now? What strategies could this company use to extend the life of the product? Use the concepts from Richardson and Gosnay (2010) and Paley (2007) in your answer. [This answer should be between one to two paragraphs in length]
2. What recommendation do you have for a new product from this company that you would personally use if they introduced it? [This answer should be between one to two paragraphs in length.

### SLP Assignment Expectations

* Answer the assignment questions directly.
* Stay focused on the precise assignment questions, don't go off on tangents or devote a lot of space to summarizing general background materials.
* Make sure to use reliable and credible sources as your references. Articles published in established newspapers or business journals/magazines are preferred.  If you find articles on the internet, make sure it is from a credible source.
* Reference your sources of information with both a bibliography and in-text citations. See the [Student Guide to Writing a High-Quality Academic Paper](http://support.trident.edu/wp-content/uploads/2015/06/Well-Written-Paper.pdf), including pages 13-14 on in-text citations. Another resource is the “Writing Style Guide”, which is found under “My Resources” in the TLC portal.

# Module 1 - Background

## Product

### Required Material

A good first step in getting started with this class is to review this tutorial that will introduce you to the main concepts covered in Modules 1-4 including the “4 Ps”:

[Introduction to marketing](http://www.pearsoncustom.com/mct-comprehensive/asset.php?isbn=1269879944&id=12141)[.](http://www.pearsoncustom.com/mct-comprehensive/asset.php?isbn=1269879944&id=12141)  (2014). Pearson Learning Solutions. New York, NY. <http://www.pearsoncustom.com/mct-comprehensive/asset.php?isbn=1269879944&id=12141>

Now get started on the main topic of this module, the first of the “4 Ps” – Product.  The  following tutorial will introduce you to some of the main concepts of this module:

[Products and services.](http://www.pearsoncustom.com/mct-comprehensive/asset.php?isbn=1269879944&id=12052) (2014). Pearson Learning Solutions. New York, NY. <http://www.pearsoncustom.com/mct-comprehensive/asset.php?isbn=1269879944&id=12052>

Finally, delve deeper into this topic with the following two book chapters:

Richardson, N. & Gosnay, R. (2010). Chapter 5: Product management. *Creating Success: Develop Your Marketing Skills*. Kogan Page Ltd., London, GBR. [Ebrary]

**Note**: When looking up books in Ebrary, don’t copy the entire reference into the search engine.  Instead only include the name of the author and the title of the book.  For example, to find this book, enter the following search terms into the search engine:

Richardson *Creating Success: Develop Your Marketing Skills*]

Paley, N. (2007). Chapter 7: How to manage your product strategy. *Marketing Strategy Desktop Guide (2nd Edition).* London, GBR: Thorogood, London, GBR .[Ebrary]

Under “Optional Readings” are three additional textbooks that go into more detail that are useful if you would like to see more examples of the concepts from this module.

### Optional Reading

Ramachandra, K., Chandrashekara, B., & Shivakumar, S. (2010). Chapter 3: Product strategies. *Marketing Management.* Himalaya Publishing House, Mumbai, IND. [Ebrary]

Cheverton, P. (2004). Chapter 25: Product. *Key Marketing Skills : Strategies, Tools & Techniques for Marketing Success.* Kogan Page, London, GBR. [Ebrary]

Ruskin-Brown, I. (2006). Chapter 4, Part 1: The marketing mix – the “Product”.  *Mastering Marketing*. Thorogood, London, GBR. [Ebrary]