

Name:

Date:

Class:

## **Lesson 8.1**

### **Practice Your Understanding**

1. Aiden is the owner of a local pharmacy. Recently, he has received numerous complaints from customers about length of time it takes to get their prescription filled. Outline the advice you would give Aiden to address this issue, keeping in mind the three components of the marketing concept: customer satisfaction, total company approach, and profit. (8.1-1)

**Answer:**

2. Analyze the marketing mix of Subway restaurants. Determine how each component of their marketing mix contributes to successful marketing for the company. (8.1-2)

**Answer:**

3. You have been hired as a marketing specialist for a well-known company and will be supervising employees who perform marketing functions. For each of the following descriptions, determine the marketing function being described so you can assign the job to a specific employee. (8.1-3)

- a. New merchandise has just arrived and prices for all products and services need to be set.

**Answer:**

- b. New merchandise has arrived and decisions on the best way to communicate information to the customers need to be made.

**Answer:**

- c. As a marketing specialist, you want the best employee who always offers great customer service, listens to the customer, and offers suggestions on products to purchase.

**Answer:**

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- d. Decisions need to be made on what brands, quantities, features, or options to offer.

Answer: