

Marketing: Essential 6e Supplements Sampler



Kenneth E. Clow, Ph.D.
University of Louisiana, Monroe

Dana-Nicoleta Lascu, Ph.D.
University of Richmond

Marketing: *Essentials 6e*



PowerPoint Lecture Slides (488 total slides--about 34 per chapter)

Slides Outline

9 Job Marketing Overemphasizes Materialism

- Question to consider:
 - Does marketing value materialism as a necessary response to materialism?
 - Is materialism "good" or "bad"?
- Materialism is consistent with the enterprise.
 - Two ways to show how materialism has had a positive impact and has increased the standard of living.

10 Job Marketing Increases the Price of Goods and Services

- Marketing creates marginal benefits.
 - Value of brand name.
 - Marketing allows consumers to obtain better information.
 - Marketing creates a sense of urgency that encourages consumers to buy now rather than later.
- Companies realize that marketing is a necessary cost of doing business.
 - Marketing increases the price of goods and services.
 - Marketing contributes to GDP.
 - Marketing accounts for 10-15% of the total cost of a product.

11


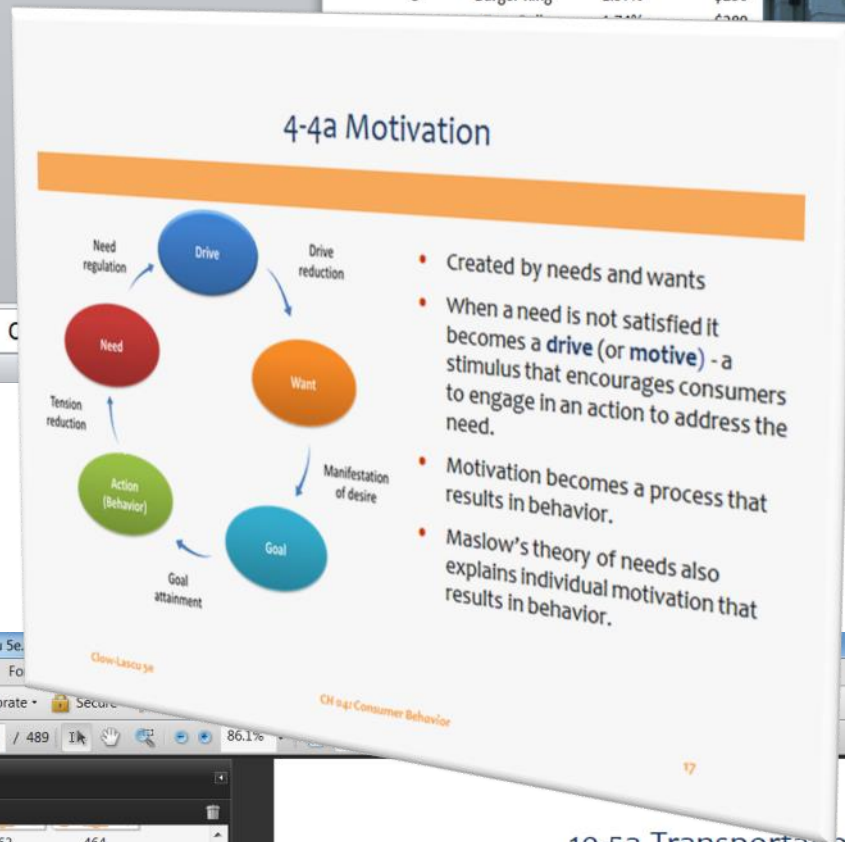
12 Job Marketing Capitalizes on Human Vulnerabilities

- Marketing capitalizes on human vulnerabilities to increase sales.
 - Marketing capitalizes on the need for social approval.
 - Marketing capitalizes on the need for security.
 - Marketing capitalizes on the need for status.
 - Marketing capitalizes on the need for self-actualization.
- Example:
 - Marketing capitalizes on the need for social approval.
 - Marketing capitalizes on the need for security.
 - Marketing capitalizes on the need for status.
 - Marketing capitalizes on the need for self-actualization.

Slide 11 of 32 "Office Theme"

Table 3-3: Comparison of Market Share to Advertising Expenditures for the Top Restaurant Chains

Rank	Brand	Market Share	Ad Spending (in millions)
1	McDonald's	8.18%	\$957
2	Subway	2.78%	\$516
3	Starbucks	2.44%	\$70
4	Wendy's	1.98%	\$280
5	Burger King	1.97%	\$256

Bookmarked Lecture Slides for Clow-Lascano 5e

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308 / 489 86.1%

Pages

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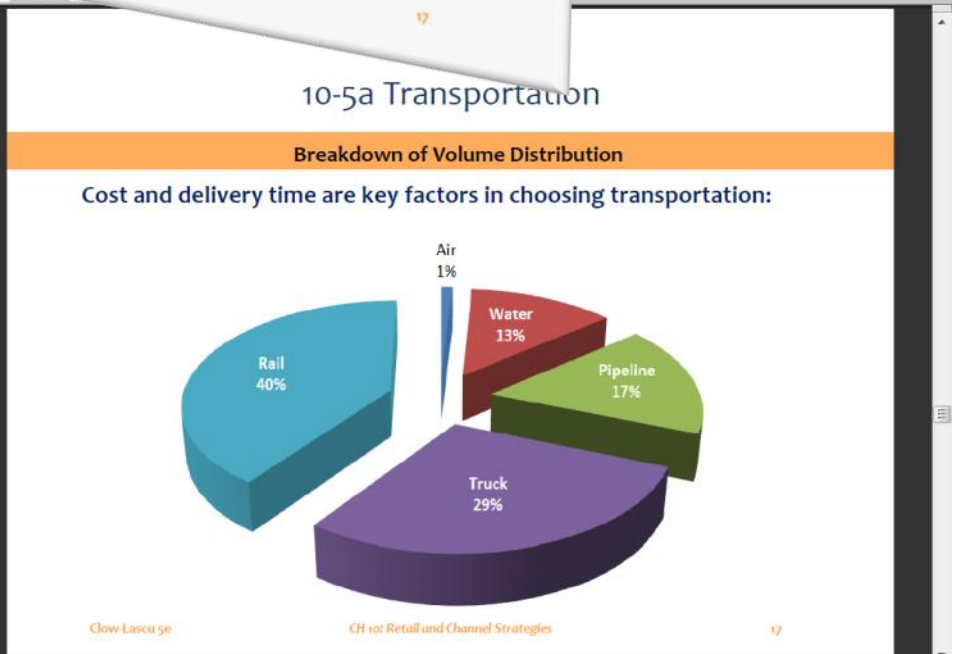
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6e Test Bank & Computerized Test Disk

Over 3400 questions!

Chapter	Total Items per Chapter	T/F	MC	Completion	Matching	Short Answer	Essay	Type	Difficulty	Reference
1	128	44	51	17	6	4	6	Yes	Yes	Yes
2	147	45	71	18	0	5	8	Yes	Yes	Yes
3	220	83	102	16	6	8	5	Yes	Yes	Yes
4	227	61	113	26	8	14	5	Yes	Yes	Yes
5	189	61	106	11	0	6	5	Yes	Yes	Yes
6	228	59	111	29	14	10	5	Yes	Yes	Yes
7	241	63	140	17	7	11	3	Yes	Yes	Yes
8	311	68	186	30	15	5	7	Yes	Yes	Yes
9	228	67	124	15	7	7	8	Yes	Yes	Yes
10	342	103	179	33	7	12	8	Yes	Yes	Yes
11	254	78	124	29	12	6	5	Yes	Yes	Yes
12	354	113	190	23	14	6	8	Yes	Yes	Yes
13	178	62	100	9	0	0	7	Yes	Yes	Yes
14	233	79	113	15	16	2	8	Yes	Yes	Yes
15	<u>174</u>	<u>60</u>	<u>71</u>	<u>19</u>	<u>12</u>	<u>5</u>	<u>7</u>	Yes	Yes	Yes
Totals	3454	1046	1781	307	124	101	95			

6e Instructor Manual

Learning Objectives

Chapter Spotlights

Chapter Outline and Lecture

Key Terms

Review Question Answers

Discussion Question Answers

Case Questions & Answers

Case Exclusive to Instructor's Manual

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Online Video Labs with Student Worksheet

Marketing: Essentials 6e

Kenneth E. Clow and Dana-Nicoleta Lascu

Video Lab Worksheet

Chapter: Twelve

Video Title: *The Art of Rhetoric: Persuasive Techniques in Advertising*

Video Creator: Daniel Kuglich

Video Link: <https://www.youtube.com/watch?v=FeCz5fy02JE>



Please watch the video and answer the following questions.

1. What three terms did Aristotle use to describe persuasive techniques?

Pathos, logos, and ethos. Most ads will use two of the concepts.

2. What is meant by the term pathos? Describe ways pathos is used in advertising?

Pathos attempts to invoke an emotional response in viewers. For instance, food ads can show happy people. Some ads can tug at heart strings while others may make the claim the product will make you more attractive or healthier. Release from pain or to help others avoid pain is also pathos.

3. How does logos persuade individuals? How is logos used in advertising?

Logos uses logic and reason to persuade. Statistics, facts, what a product does, and how much it costs are all logos approaches to advertising.

Instructor Version of the
Video Lab Worksheet

- Easy assignment tool!
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- With student worksheets: follow-up questions written by the authors
(with answers in instructor version)

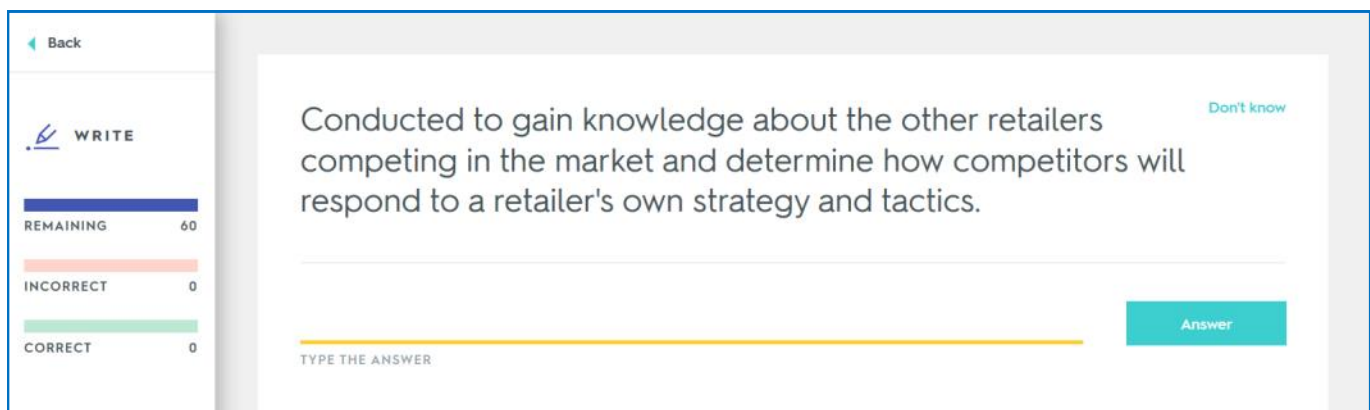
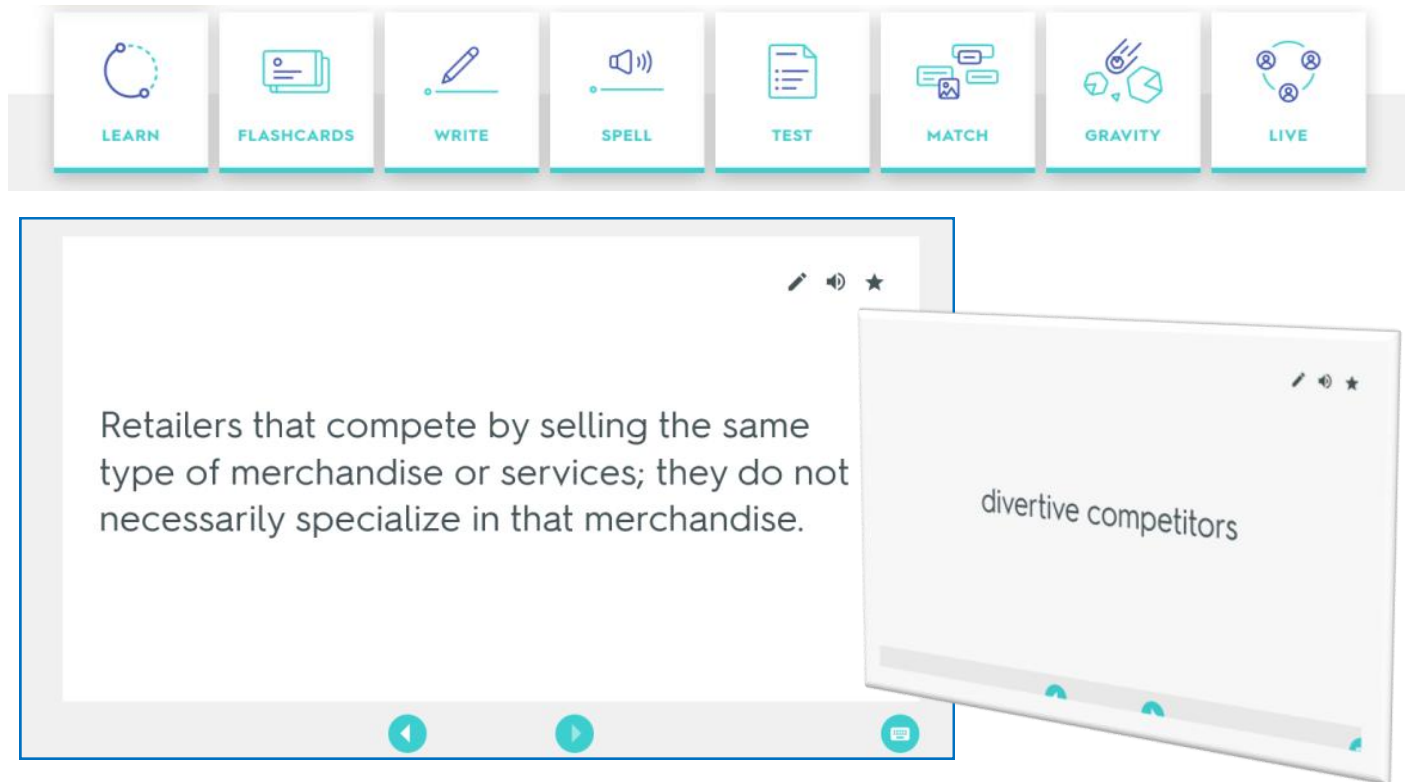
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