

Unit 6 Helpful Hints and Tips for Success

Hi everyone-

It's hard to believe that this course ends in 2 weeks! This has been a fantastic group and I am very appreciative of your dedication and stellar performance over the past 6 weeks. Below are some helpful hints and tips for successful completion of the Unit 6 Complete section.

****Choose an organization to use as your focus for answering the following questions.**

Unit 6, Question 1: *When organizations consider a branding strategy, an analysis of existing and desired brand attributes is a useful starting point.*

1. Identify the attributes for the brand you selected **and**
2. Construct a brand attribute framework.
3. Propose a brand statement to guide the organization's branding strategy based upon your framework.

Brand statement template example:

For (target customer)
Who (statement of need or opportunity)
(Product name) is a (product category)
That (statement of key benefit)
Unlike (competing alternative)
(Product name) (statement of
primary differentiation)

The online textbook provides information about brand attributes on [pages 203-211 \(Chapter 7, Unit 6 read section\)](#). The information shown in *Exhibit 7.1 Potential Brand Attributes* on page 205 is very helpful.

Unit 6, Question 2: Create a compelling argument for the organization's investment in its brand that elaborates on the advantages of branding.



The online textbook provides information about advantages of branding on [pages 207-209 \(Chapter 7, Unit 6 read section\)](#). The information shown in *Exhibit 7.3 Manufacturer (Name) Brands vs. Private-Label Brands* on page 208 is very helpful.

Unit 6, Question 3:

1. Construct a perceptual map to illustrate your brand's position in the market versus that of its top competitors.
2. Based on the map, what are your recommendations to the organization?

Perceptual map template example:



The online textbook provides information about differentiation, positioning, and perceptual mapping on [pages 213-218 \(Chapter 7, Unit 6 read section\)](#). The information shown in *Exhibit 7.5 A Hypothetical Perceptual Map of the Automotive Market* on page 214 is very helpful.

Unit 6, Question 4: Marketing strategies vary at different stages of the product life cycle.

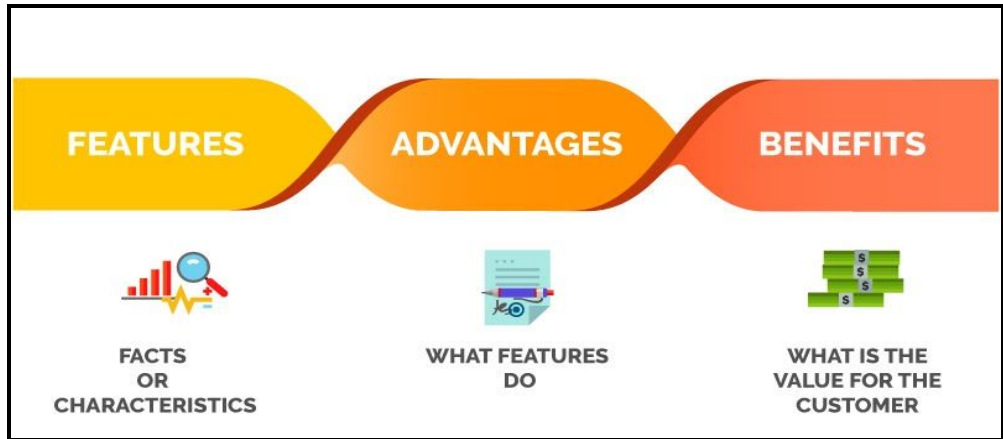
1. Determine which stage of the product life cycle your organization's product is in.
2. What market characteristics lead to your determination? Explain.
3. What recommendations should the organization consider based on your analysis?



The online textbook provides information about the product life cycle on [pages 218-226 \(Chapter 7, Unit 6 read section\)](#). The information shown in *Exhibit 7.9 Strategic Considerations During the Product Life Cycle* on page 219 is very helpful.

Unit 6, Question 5:

1. How should the organization differentiate its products?
2. What are the product's features, advantages, and benefits?
3. Assess the extent to which the brand's current positioning aligns with the product's points of differentiation



Examples of FABulous Product Value

Product	Feature	Advantage	Benefit
Reusable grocery bag	The bag is double-stitched	The bag is stronger	You can carry more in the bag without fear of it bursting
Racing bike	Carbon fiber frame	Vibrations from road bumps are dampened	Your ride will be more comfortable, with fewer aches and pains
Car	Anti-lock brakes	Retain control when aggressively braking	Avoids accidents and improves passenger safety
Management software	Multi-device management	Single console to manage your infrastructure	Faster provisioning of resources and accelerated business processes

Source: Sam Wong, www.SoupForTheStartupSoul.com

The online textbook provides information about differentiation and positioning on [pages 213-218 \(Chapter 7, Unit 6 read section\)](#). The information shown in *Exhibit 7.7 Using Product Descriptors as a Basis for Differentiation* on page 216 is very helpful.

Potential search terms and phrases:

- product differentiation marketing strategies
- marketing product life cycle
- perceptual map technique "brand positioning"
- brand attribute framework

Potential articles available through Google Scholar (www.scholar.google.com)

- Ahmadi, F. (2018). Marketing strategies in the product life cycle. *JOURNAL OF MANAGEMENT AND ACCOUNTING STUDIES*, 6(04), 78-82.
- Argente, D., Lee, M., & Moreira, S. (2019). How do firms grow? The life cycle of products matters. *The Life Cycle of Products Matters* (February 26, 2019).
- Dadzie, K. Q., Amponsah, D. K., Dadzie, C. A., & Winston, E. M. (2017). How firms implement marketing strategies in emerging markets: An empirical assessment of the 4A marketing mix framework. *Journal of Marketing Theory and Practice*, 25(3), 234-256.
- Davcik, N. S., & Sharma, P. (2015). Impact of product differentiation, marketing investments and brand equity on pricing strategies: A brand level investigation. *European Journal of Marketing*, 49(5/6), 760-781.
- Delre, S. A., Broekhuizen, T. L., & Bijmolt, T. H. (2016). The effects of shared consumption on product life cycles and advertising effectiveness: the case of the motion picture market. *Journal of Marketing Research*, 53(4), 608-627.
- Daabes, A. S. A., & Kharbat, F. F. (2017). Customer-based perceptual map as a marketing intelligence source. *International Journal of Economics and Business Research*, 13(4), 360-379.
- Hu, K., Acimovic, J., Erize, F., Thomas, D. J., & Van Mieghem, J. A. (2017). Forecasting product life cycle curves: Practical approach and empirical analysis.
- Jiang, Y., Gorn, G. J., Galli, M., & Chattopadhyay, A. (2015). Does your company have the right logo? How and why circular-and angular-logo shapes influence brand attribute judgments. *Journal of Consumer Research*, 42(5), 709-726.
- Lee, J. L., Kim, Y., & Won, J. (2018). Sports brand positioning: Positioning congruence and consumer perceptions toward brands. *International Journal of Sports Marketing and Sponsorship*.
- Moon, S., & Kamakura, W. A. (2017). A picture is worth a thousand words: Translating product reviews into a product positioning map. *International Journal of Research in Marketing*, 34(1), 265-285.
- Popp, B., & Woratschek, H. (2017). Consumer-brand identification revisited: An integrative framework of brand identification, customer satisfaction, and price image and their role for brand loyalty and word of mouth. *Journal of Brand Management*, 24(3), 250-270.

Restuccia, M., de Brentani, U., Legoux, R., & Ouellet, J. F. (2016). Product life-cycle management and distributor contribution to new product development. *Journal of Product Innovation Management*, 33(1), 69-89.

Salazar-Ordóñez, M., Rodríguez-Entrena, M., Cabrera, E. R., & Henseler, J. (2018). Understanding product differentiation failures: The role of product knowledge and brand credence in olive oil markets. *Food Quality and Preference*, 68, 146-155.

Soewartini, S., Effendi, N., & Kaltum, U. (2017). Brand equity and competitive advantage based market strategy and marketing mix strategy to improve marketing performance in the bottled water business. *South East Asia Journal of Contemporary Business, Economics and Law*, 12(2), 38-47.

Yumusak, T. U. B. A., Yilmaz, K. G., & Gungordu, A. Y. B. E. G. U. M. (2016). Perceptual maps of smart phones with multi-dimensional scaling analysis. *International Journal of Research In Social Sciences*, 6(5), 40-44.

Potential articles available through Bethel's online library:

Burke, P. F., Eckert, C., & Sethi, S. (2019). A Multiattribute Benefits-Based Choice Model with Multiple Mediators: New Insights for Positioning. *Journal of Marketing Research*, 0022243719881618.

Delre, S. A., Broekhuizen, T. L., & Bijmolt, T. H. (2016). The effects of shared consumption on product life cycles and advertising effectiveness: the case of the motion picture market. *Journal of Marketing Research*, 53(4), 608-627.

Jiang, Y., Gorn, G. J., Galli, M., & Chattopadhyay, A. (2016). Does your company have the right logo? How and why circular-and angular-logo shapes influence brand attribute judgments. *Journal of Consumer Research*, 42(5), 709-726.

Jun, S. P., & Park, D. H. (2017). Visualization of brand positioning based on consumer web search information. *Internet Research*.

Restuccia, M., de Brentani, U., Legoux, R., & Ouellet, J. F. (2016). Product life-cycle management and distributor contribution to new product development. *Journal of Product Innovation Management*, 33(1), 69-89.

Sample, K. L., Hagtvedt, H., & Brasel, S. A. (2019). Components of visual perception in marketing contexts: A conceptual framework and review. *Journal of the Academy of Marketing Science*, 1-17.

Please contact me with any questions or concerns. Have a great weekend!

Dr. Lisa