**Module 1 – Reading Background**

**STP, PRODUCT MANAGEMENT & SITUATION ANALYSIS**

**The reading list for this first module is quite extensive. However, many of these items will also serve as references for Modules 2-4.**

How to conduct a marketing audit (n.d.). *MarketingTeacher.com.*Retrieved from [*http://www.marketingteacher.com/marketing-audit/*](http://www.marketingteacher.com/marketing-audit/)

Introduction to financial statements for marketing (n.d.). *MarketingTeacher.com.*Retrieved from [*http://www.marketingteacher.com/marketing-and-finance/*](http://www.marketingteacher.com/marketing-and-finance/)

Marks, R. E. (1997). Market structure and competition (October 9). Retrieved from [*http://www.agsm.edu.au/bobm/teaching/ECL/lect03.pdf*](http://www.agsm.edu.au/bobm/teaching/ECL/lect03.pdf)

Marketing Research (n.d.). *MarketingTeacher.*Retrieved from [*http://www.marketingteacher.com/introduction-to-marketing-research/*](http://www.marketingteacher.com/introduction-to-marketing-research/)

**These Web pages explain concepts of the Segmenting, Targeting, and Positioning.**

Building Customer Relationships. (2014). Pearson Learning Solutions, New York, NY. Retrieved from [*http://www.pearsoncustom.com/mct-comprehensive/asset.php?isbn=1269879944&id=11770*](http://www.pearsoncustom.com/mct-comprehensive/asset.php?isbn=1269879944&id=11770)

Building Customer Relationships (Audio). (2014). Pearson Learning Solutions, New York, NY. Retrieved from [*http://www.pearsoncustom.com/mct-comprehensive/asset.php?isbn=1269879944&id=11448*](http://www.pearsoncustom.com/mct-comprehensive/asset.php?isbn=1269879944&id=11448)

Segmentation (n.d.). *MarketingTeacher.*Retrieved from [*http://www.marketingteacher.com/segmentation/*](http://www.marketingteacher.com/segmentation/)

Targeting (n.d.). *MarketingTeacher.*Retrieved from [*http://www.marketingteacher.com/targeting/*](http://www.marketingteacher.com/targeting/)

Positioning (n.d.). *MarketingTeacher.*Retrieved from [*http://www.entrepreneur.com/encyclopedia/positioning*](http://www.entrepreneur.com/encyclopedia/positioning)

Perner, L. (n.d.). Segmentation, targeting, and positioning. *Consumer Psychologist*. Retrieved from [*http://www.consumerpsychologist.com/cb\_Segmentation.html*](http://www.consumerpsychologist.com/cb_Segmentation.html)

**Here are some useful links on market segments:**

Nielsen. (n.d.). MyBestSegments ZIP code look-up. Retrieved from [*https://segmentationsolutions.nielsen.com/mybestsegments/Default.jsp?ID=20&menuOption=ziplookup&pageName=ZIP%2BCode%2BLookup*](https://segmentationsolutions.nielsen.com/mybestsegments/Default.jsp?ID=20&menuOption=ziplookup&pageName=ZIP%2bCode%2bLookup)

Nielsen. (n.d.). Nielsen PRIZM – Understanding social and lifestage groups. Retrieved from [*http://www.claritas.com/MyBestSegments/tutorials/Nielsen\_PRIZM/engage.html*](http://www.claritas.com/MyBestSegments/tutorials/Nielsen_PRIZM/engage.html)

Nielsen. (n.d.). Segment Details. Retrieved from [*https://segmentationsolutions.nielsen.com/mybestsegments/Default.jsp?ID=30&menuOption=segmentdetails&pageName=Segment%Details*](https://segmentationsolutions.nielsen.com/mybestsegments/Default.jsp?ID=30&menuOption=segmentdetails&pageName=Segment%ef%bf%bdtails)

TETRAD. (n.d.). Demographics. Retrieved from [*http://www.tetrad.com/category/demographics/*](http://www.tetrad.com/category/demographics/)

**This article explains considerations internal to the firm that affect its financial health:**

Porter, M. (1980). Generic strategies. Retrieved from [*http://www.marketingteacher.com/generic-strategies/*](http://www.marketingteacher.com/generic-strategies/)

**These Web pages explain the forces external to the firm that affect the financial health of a product or company:**

PEST Analysis (n.d.). *MarketingTeacher.*Retrieved from [*http://www.marketingteacher.com/pest-analysis/*](http://www.marketingteacher.com/pest-analysis/)

Managing External Forces (n.d.). *Marketing Tutorials.*KnowThis. Retrieved from [*http://www.knowthis.com/principles-of-marketing-tutorials/managing-external-forces/*](http://www.knowthis.com/principles-of-marketing-tutorials/managing-external-forces/)

**The following readings relate to product management strategy:**

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

Products and Services (Audio). (2014). Pearson Learning Solutions, New York, NY. Retrieved from [*http://www.pearsoncustom.com/mct-comprehensive/asset.php?isbn=1269879944&id=11699*](http://www.pearsoncustom.com/mct-comprehensive/asset.php?isbn=1269879944&id=11699)

Product decisions (n.d.). KnowThis. Retrieved from [*http://www.knowthis.com/principles-of-marketing-tutorials/product-decisions/*](http://www.knowthis.com/principles-of-marketing-tutorials/product-decisions/)

This series of Web pages explains that product decisions over which firms have control are forces that determine the financial health of a product or company:

Product strategies (n.d.). LearnMarketing. Retrieved from [*http://www.learnmarketing.net/product.htm*](http://www.learnmarketing.net/product.htm)

**The following articles explain and illustrate branding:**

Aisner, J. E. (1999) More than a name: The role of brands in people’s lives. *Working Knowledge for Business Leaders Series*. Boston, MA: Harvard Business School. Retrieved from [*http://hbswk.hbs.edu/archive/2598.html*](http://hbswk.hbs.edu/archive/2598.html)

Beyersdorfer, D., *et al.* (2011 January/February). Preserve the luxury or extend the brand? *Harvard Business Review*. 89:1/2(January/February):173-7.

Christ, P. (2009). Understanding the importance of branding (October 28). Retrieved from [*http://www.knowthis.com/insights/marketing-professionals/trends-developments/1559-understanding-the-importance-of-branding*](http://www.knowthis.com/insights/marketing-professionals/trends-developments/1559-understanding-the-importance-of-branding)

Clark, D. (2011 March) Reinventing your personal brand. *Harvard Business Review*. 89:5 (March):78-81.

Edelman, D. C. (2010). Branding in the digital age. *Harvard Business Review*. 88:12 (December):62-69.

Introduction to brands (n.d.). Marketing Teacher. Retrieved from [*http://www.marketingteacher.com/introduction-to-brands/*](http://www.marketingteacher.com/introduction-to-brands/)

Klein, K. E. (2008). A practical guide to branding. *Bloomberg Businessweek*(June 9).

Tauber, E. W. (1981). Four branding alternatives: A branding strategy based upon brand extension. Marketing Teacher. Retrieved from [*http://www.marketingteacher.com/four-banding-alternatives/*](http://www.marketingteacher.com/four-banding-alternatives/)

Zax, D. (2010). For Millennials, brands may be as important as religion, ethnicity. *Co-Create*(November 17). Retrieved from [*http://www.fastcocreate.com/1679028/for-millennials-brands-may-be-as-important-as-religion-ethnicity*](http://www.fastcocreate.com/1679028/for-millennials-brands-may-be-as-important-as-religion-ethnicity)

**The following article explains brand personality:**

Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*. 24:4(March):343-372.

**These articles address the question of celebrity endorsements:**

A Teakettle with Star Power? The Upsides and Pitfalls of Celebrity Brands (2011).*Knowledge@Wharton* (April 27). Retrieved from [*http://knowledge.wharton.upenn.edu/article.cfm?articleid=2761*](http://knowledge.wharton.upenn.edu/article.cfm?articleid=2761)

Star Blight: The Perils of Celebrity Endorsements (2006). *Knowledge@Wharton*(September 6)*.*Retrieved from [*http://knowledge.wharton.upenn.edu/article.cfm?articleid=1552*](http://knowledge.wharton.upenn.edu/article.cfm?articleid=1552)

Stone, M. (2012). How Retailers' Love Affair With Celebrities Will Blossom In 2012. *Forbes*(January 4).

**Check the professional market research reports from**[***IBISWorld***](http://clients1.ibisworld.com/processlogin.aspx?u=QJCopxVyodNYJX1ATXgdbg%3d%3d&p=QJCopxVyodNYJX1ATXgdbg%3d%3d)**database to find the industry analysis for your cumulative Session Long Project.**

[*IBISWorld Overview*](https://tlc.trident.edu/content/enforced/110481-MKT501-2018APR23FT-1/DW4Mod%20-%20Codes/EMPTY%204-MODULE%20HTML%20DOCS/Modules/Module1/IBISWorld%20Overview.pdf?_&d2lSessionVal=r9NwcLEybNaXnlsJXjGpLIgHY&ou=57324&_&d2lSessionVal=5whqcW0TrenfZ81ZIlkojfkp0&ou=110481) (n.d.). IBISWorld, Inc., New York, NY.

[*IBISWorld Forecast*](https://tlc.trident.edu/content/enforced/110481-MKT501-2018APR23FT-1/DW4Mod%20-%20Codes/EMPTY%204-MODULE%20HTML%20DOCS/Modules/Module1/IBISWorld%20Forecast.pdf?_&d2lSessionVal=r9NwcLEybNaXnlsJXjGpLIgHY&ou=57324&_&d2lSessionVal=5whqcW0TrenfZ81ZIlkojfkp0&ou=110481) (n.d.). IBISWorld, Inc., New York, NY.

[*IBISWorld Data and Sources*](https://tlc.trident.edu/content/enforced/110481-MKT501-2018APR23FT-1/DW4Mod%20-%20Codes/EMPTY%204-MODULE%20HTML%20DOCS/Modules/Module1/IBISWorld%20Data%20and%20Sources.pdf?_&d2lSessionVal=r9NwcLEybNaXnlsJXjGpLIgHY&ou=57324&_&d2lSessionVal=5whqcW0TrenfZ81ZIlkojfkp0&ou=110481) (n.d.). IBISWorld, Inc., New York, NY.

[*IBISWorld Navigation Tips*](https://tlc.trident.edu/content/enforced/110481-MKT501-2018APR23FT-1/DW4Mod%20-%20Codes/EMPTY%204-MODULE%20HTML%20DOCS/Modules/Module1/IBISWorld%20Navigation%20Tips.pdf?_&d2lSessionVal=r9NwcLEybNaXnlsJXjGpLIgHY&ou=57324&_&d2lSessionVal=5whqcW0TrenfZ81ZIlkojfkp0&ou=110481) (n.d.). IBISWorld, Inc., New York, NY.

**Check the following links for proper APA citation and reference format:**

Purdue University Online Writing Lab. (n.d.). In-text citations: The basics. Retrieved from [*http://owl.english.purdue.edu/owl/resource/560/02/.*](http://owl.english.purdue.edu/owl/resource/560/02/)

Cornell University Library. (n.d.). APA citation style. Retrieved from [*http://www.library.cornell.edu/resrch/citmanage/apa*](http://www.library.cornell.edu/resrch/citmanage/apa)

Golden Gate University. (n.d.). University library: Research help. Retrieved from [*http://www.ggu.edu/libraries/university-library/research-help#citation-guide*](http://www.ggu.edu/libraries/university-library/research-help#citation-guide)

University of Illinois at Urbana-Champaign. (n.d.). The center for writing studies. Retrieved from [*http://www.cws.illinois.edu/workshop/writers/citation/apa/intextcitation/*](http://www.cws.illinois.edu/workshop/writers/citation/apa/intextcitation/)