Discussions
To participate in the following discussions, go to this week's **Discussion** link in the left navigation.

* **Role of the Marketing Function**

What is the role of the marketing function in business?

In 200 to 250 words, explain the role of the marketing function. What are some activities of the marketing department? Explain how the marketing function determines customer value. Respond to at least two of your classmates’ posts.

Guided Response:

Review several of your peers’ posts and identify activities of the marketing department they did not include in their post. Respond to at least two of your peers and provide recommendations to extend their thinking. Challenge your peers by asking a question that may cause them to rethink the marketing function.

**Products and Services**

It can be harder to sell an intangible service than a tangible product. After reading Chapter 3 of the text, pick one of the cells in Table 3.4: "Service Classifications" and name a service offered in that class—for example, business remodeling service under consulting and operations. In 200 to 250 words, describe a service in your chosen category in terms of the four ways a service is different from a product—its intangibility, inseparability, variability, and perishability. Does one of these aspects suggest a solution for sale that could be used as a point of competitive differentiation in a marketing campaign?