

## **Field Trip Group Presentation Assignment**

Marketing 11

Mar 2, 2015

*Description:* This is a field trip group presentation assignment to be completed by students in groups of 3. The goal of the assignment is to review what we have learned over the four weeks about retailing operations and retail marketing and to apply our learning to a critical analysis of real-life retailing operations through observations of and interactions with store practices and personnel during a field trip. Students are expected to demonstrate their ability to identify a retailer or a mall's marketing strategy and practices and evaluate whether the strategy and decisions have been effective in helping the retailer or mall attract and keep customers.

*Requirements:* Choose a store (or a mall) to focus on during the field trip and present afterwards. In the presentation, assess the retailer's marketing strategy and practices. Efforts should be directed at the following:

1. Identify which type of retailing operation the retailer falls in
2. Figure out the market segment it is targeting and how it is positioning itself to reach that segment
3. Determine the retailer's main product/service mix
4. What promotion mix (advertising, public relations, personal selling, sales promotion, and/or direct marketing) the retailer appears to be using to communicate to its target customers
5. The retailer's customer service as you experienced it
6. Whether it uses technology to market its products/services
7. How well the retailer's strategy is serving the company's overall goal

The presentation should briefly describe the field trip the group made and summarize the major findings.

One class will be allocated to present and share the findings of the field trip.

The group presentation assignment is posted in S Drive.