**Marketing 2.06- Activities** Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Match up the following clues with the product that is being rated/ graded.

- What is graded according to its octane rating? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

- What is graded according to hardwood and softwood? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

- Prime, choice, and select grades refer to what product? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

- This grades for bacteria count, odor, and taste in what product? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

- This product is assigned numbers according to its thickness. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

- This product is graded according to its carbon and sulfur content. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

- This product is graded for profanity, violence, and nudity. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

- This product is graded for adult content, especially violence and blood. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Products

* **Video games – Gasoline - Milk – Coal – Lumber – Meat – Oil – Movies**

**Go on the web and find out how many bug parts are allowed in two food items.**

**Answers can be found by visiting the Food & Drug Administration Default Level Handbook (google it).**

**Food Item, Type of Insect, & Action Level**

A)

B)

**Choose one product to create a parody advertisement for. Your advertisement should promote the product but should highlight their unique ingredients. An effective advertisement will contain various elements. For your advertisement you can include both the copy and slogan or one of each. All advertisements must contain a headline, illustration, & signature.**

* **Headline: Phrase that catches the readers attention (you, your, how, & new).**

**Should be brief (7 words or less)**

* **Copy Selling message that explains your product. Should be simple & direct**
* **Illustration Photograph or picture used. Should attract attention.**
* **Signature Logo of company you are promoting**
* **Slogan A catch phrase used to help identify a product or company**

**Product Recall Assignment**

* A **product recall** is a request to return to the maker a batch or an entire production run of a product, usually due to the discovery of safety issues. The recall is an effort to limit liability (which can cause costly legal penalties and damage in reputation)
* Recalls are costly to a company because they often entail replacing the recalled product or paying for damage caused by use, although possibly less costly than consequential costs caused by damage to brand name and reduced trust in the manufacturer

**Research and find a case concerning a recent product recall. Write a paragraph about the incident including the following: A short description of the incident & the effect you feel the incidence has on the brand name or company image.**

**Company: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Product being Recalled: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Source of Information (where did you learn about this recall?) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

***Paragraph about issue. Be sure to include the effect you feel the incidence has on the brand name or company image.***