**Complete the chart with examples from the country you are researching. Use this information as a basis of the marketing decisions you make in terms of product/service development.**

|  |  |  |
| --- | --- | --- |
| **Component** | **United States Examples** | **Your Country Example** |
| Values | Success through hard work.  Emphasis on personal freedom. |  |
| Language | English is dominant language |  |
| Myths | George Washington never told a lie.  Abe Lincoln walked a mile to return a penny. |  |
| Customs | Bathing daily.  Shaking hands when you greet someone.  Standard gratuity at restaurants 15% - 20% |  |
| Rituals | Thanksgiving Day Dinner  Singing the Star Spangled Banner before baseball games.  Going to religious services on the appropriate day. |  |
| Laws | Child Labor Laws.  Sherman Anti-Trust Act guaranteeing competition |  |
| Material Artifacts | Diamond engagement rings.  Cell phones. |  |

**Lamborghini Video**

Lamborghini is a car designed for the upper class. According to the textbook; what promotional methods should be used to promote to a group of people that make up roughly 1% of the United States Society?

Is a Lamborghini an adapted or customized product?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Social Influences**

* Reference Groups, Opinion Leaders, & Family

Families are typically broken down into five influential forces. Looking at your family list the family member who most resonates with the classification given and provide an example of how they fulfill that role.

|  |  |  |
| --- | --- | --- |
| **Classification** | **Definition** | **Example** |
| Initiators | Suggest, initiate, or plant seed of purchase | Sister asks for a bike for her birthday |
| Influencers | Members of the family whose opinions are valued |  |
| Decision Maker | Family member who actually makes decision about purchase |  |
| Purchaser | Person who actually exchanges money for product |  |
| Consumer | Actual user of the product |  |

**Individual Influences**

**What factors influence a male when shopping? How do they differ from what women seek out?**

**Based on the demographic below; what television network would you select to air commercials on that are specifically aimed at that age group:**

1. Children 6-13 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Female 16 – 23 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Males 30 – 40 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. Females 18 – 30 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Young singles spend more on what in comparison to Married Couples with Children?**

**Do you think a person’s personality affects the products they purchase? *Explain why or why not .***

**Customization vs. Adaptation**

Group Members: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Country: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Background of Country:**

Population Language(s) Spoken Social, Political, & Economic Conditions

**Interesting Facts / Cultural Traits of Country**

Values Customs Rituals Traditions Laws Material Articfacts

View of Women Religious Affiliations Standard of Living Psychographics

**Slide with Product/Service Name; reason for product/service concept, & image supporting design.**

(Can do promotional tool for service or product that is difficult to draw). *We will know what Wants/Needs product appeals to as a result of this slide.*

Customized Product: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Adapted Product: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Presentation/Organization of Facts 1 2 3 4 5 PowerPoint (Readability) 1 2 3 4 5

Adaptation: 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

Customization: 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

**Total Grade: \_\_\_\_\_\_/50 points**