

# INSTRUCTOR SOLUTION MANUAL FOR

Marketing 5th Canadian Edition By Dhruv Grewal, Michael Levy,  
Shirley Lichti

## Chapter 1-17

### Chapter 1: Overview of Marketing

#### TOOLS FOR INSTRUCTORS

- Learning Objectives
- Annotated Chapter Outline with Instructor's Notes/Teaching Tips
- Answers to End of Chapter Learning Aids
  - Concept Review
  - Marketing Application Questions
  - Marketing Digitally
- Chapter Case Study
- Video Activities
- Additional Teaching Tips
- Newsletter Teaching Aid

#### Learning Objectives

1. Define the role of marketing and explain its core concepts
2. Describe how marketers create value for a product or service
3. Summarize the four orientations of marketing
4. Understand the importance of marketing both within and outside the firm

Annotated Chapter Outline	Instructor's Notes
<b>Opening Vignette: Energy Bars</b>  Today many people rely on energy bars as meal replacement snacks during the day. With numerous types of energy bars e.g. (meal replacement bars, protein bars, whole food bars, snack bars, paleo, gluten-free, etc.) brands need to clearly communicate the value of their products to consumers.	<b>Ask students:</b> <i>Describe the value energy bar maker KIND provides customers. What do you consider are the main reasons for KIND's growth and success?</i>  <b>Answer:</b> <i>(1) It positions its products as supporting a healthy lifestyle to appeal to customers, (2) it uses natural ingredients, and (3) it is committed to kindness initiatives and the good of the world.</i>

# Instruction Solution Manual

**Charles D. Teague, Serway, Jerry S.  
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